Pacific Grove Library
PG

The Nation's Unique Monthly
CARMEL PACIFIC
SPECTATOR-JOURNAL

25 Cents
June 1956

EDWARD WESTON -- *A Half Century of Photography*

- The Man Who Wasn't There --Salinas' Church
- Spectator Sports -- Dog Show
- Where Livin' is Easy
- Traveling is Hell? -- Family Forum
- Peninsula Photographers Select their Best Nudes
- THIS IS CARMEL 1956



POINT LOBOS -- Edward Weston

THE SPECTACULAR Cadillac ELDORADO BIARR

AND Pontiac STAR CHIEF Safa



BUTTS PONTIAC-CADILLAC, INC.

420 Tyler St. Monterey

CARMEL PACIFIC
SPECTATOR JOURNAL

CARMEL PACIFIC PUBLICATIONS
Box AO Carmel, California
Telephone 7-6451

Offices on Dolores
between 7th & 8th

Thorne Hall
Editor, Publisher, Owner

TABLE OF CONTENTS

Page

Edward Weston—
Half Century of Photography 5

Church—
The Man Who Wasn't There 13

House—Where Livin' Is Easy 16

Spectator Gallery of the
Month 20

Peninsula Photographers
Select Best Nudes . . . 22

Family Forum—
Traveling Is Hell? 24

Spectator Sports—Dog Show 26

This Is Carmel 1956 . . . 29

Spectator Book Looks . . . 54

Counsel in Solitude . . . 58

CARMEL PACIFIC
SPECTATOR JOURNAL

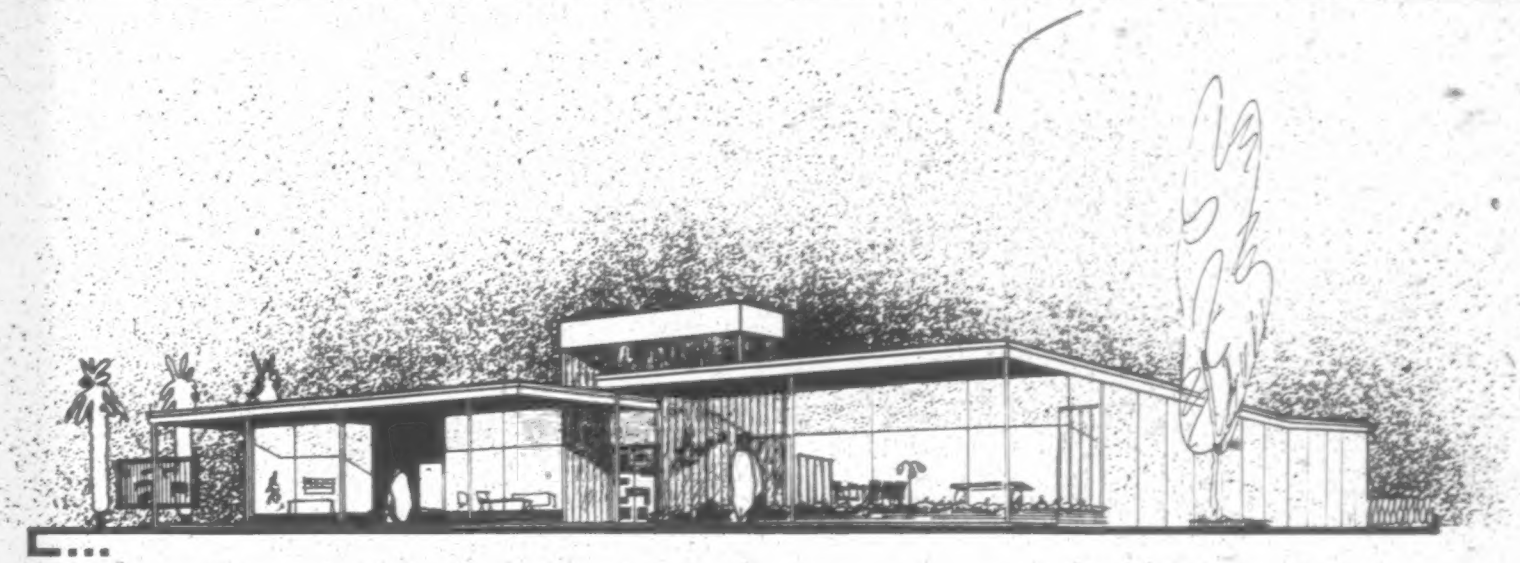
Vol. 13, No. 5, June, 1956

Adjudicated a legal newspaper of general circulation. Also a magazine of general circulation.

Single copies 25 cents, subscription price $2.50 (in County) for 12 monthly issues, $3.50 including Spectator's Guide and Omnibook of Monterey County.

Published once a month except December when it is published twice. Out of County mailing 50 cents additional.

Entered as second class matter at the Post Office at Carmel, California.
All material copyrighted 1956, all rights reserved.



it's **Lion's** Salinas . . .

...FOR INTERIORS OF DISTINCTION

...FOR FINE QUALITY FURNITURE



Grice Thurlby



Louis Dix Druehl



Ed Reeves

Messrs. Thurlby, Druehl, and Reeves...
three good reasons why you will find
refreshing new decorating ideas at Lion's
to give you distinctive furnishings
for your home...these eminently
qualified (and practical) gentlemen
are at your service when you shop at Lion's.

Enjoy plenty of free parking space.

our
100th
year



Lion's

1190 SOUTH MAIN...SALINAS
Phone 5955

Spectator - Journal
12 Monthly Issues $2.50
($3.00 out of Monterey County)

Clip and Mail to
CARMEL-PACIFIC PUBLICATIONS, BOX AO, CARMEL, CALIF.
Please send me _____ or
Extend my present subscription from _____
from its expiration date.
Name _____
Adress _____
(Check enclosed)

Spectator - Journal's
GUIDE and OMNIBOOK
TO MONTEREY COUNTY
Special Issue 50¢ (75¢ out of County)

Clip and Mail to
CARMEL-PACIFIC PUBLICATIONS, BOX AO, CARMEL, CALIF.
Please send me _____ (Quantity)
NAME _____
Address _____
(Check enclosed)

SPECIAL COMBINATION OFFER $3 ($3.50 out of county)
12 Issues of Spectator - Journal and Special Issue, Guide and Omnibook to Monterey County

Clip and Mail to
CARMEL-PACIFIC PUBLICATIONS, BOX AO, CARMEL, CALIF.
Please send me COMBINATION OFFER (s) _____
NAME _____
Address _____
(Check enclosed)



Littler
PEBBLE BEACH

Summer Collection

of suits, coats, dresses
and sports apparel
for town and travel

Littler Pebble Beach Exclusives

DIOR
DAVIDOW
HANNAH TROY
HERBERT SONDHEIM
ORIGINALA
PAUL PARNES
OLEG CASSINI
RODEX
JABLOW
CHESTER BARRIE
MARINA
ANN FLEISCHER
BALLANTYNE

Pictured
black and white
pure silk dress
by DIOR...$165

Edward Weston

-- A Half Century of Photography



A couple of months ago Carmel's R.F.D. postman Jake May found a letter from France in his pouch, addressed to "The First Photographer in the World." Jake had to read no more. He knew this letter was meant for the venerable Edward Weston of Wildcat Hill.

Edward Weston, at 78, America's elder lensman, is not only one of Jake's most distinguished clients down Carmel Highlands way; he is one of the most distinguished residents of the Monterey Peninsula, one of those people whose presence in the area has helped to endow it with a reputation for being an unusual place inhabited by unusual and outstanding people.

Weston has been an on-and-off resident of the area since 1929. The coast here has become part of his work and thereby part of America's photographic heritage. By the same token, he has become part of the coast. Nobody conscious of photography as an art form can think of Point Lobos without thinking of Weston at the same time.

Fame and greatness sometimes do peculiar things to people.

Already Weston is a legend rather than a man: he's the artist who discovered the nude in nature, the photographer who moved his camera right on top of his subject and thus bared new beauties of close-up textures in such things as cabbage leaves, eroded rocks, decapitated artichokes and assorted fragments of the female anatomy. Some people even think he's the inventor of the Weston exposure meter—which he isn't. The similarity of names is strictly a coincidence.

His being a legend to photography-conscious people all over the world is abetted by the tragic fact that he hasn't taken any pictures for five years and probably never will again.

For the better part of a decade now Weston has been a victim of Parkinson's disease.

There is a dreadful finality about this disorder, and the man who once, as a matter of necessary routine, managed to take hand-held pictures with a good-size camera at one tenth of a second, today shakes uncontrollably at the slightest nervous excitement.

Much as he suffers from this affliction that turns the slightest movement into a tremendous effort, Weston takes it with courage and a sense of humor. Not long ago, walking downhill with his son Cole, he couldn't stop his legs from shuffling along like those of a little automatic walking man long after he wanted them to stop. "Cole," he said breathlessly after he finally got his limbs under control, "looks like I've got to have my brakes relined."

Because of his difficulties Weston hardly ever leaves his house in Wildcat Canyon anymore. He lives on a piece of property shared by his third-born son Neil, 42, in a little rough-hewn cottage that cost him $1100 to build in 1938. In the house with him lives a young man who cooks his meals and takes care of him. The young man, usually glommed

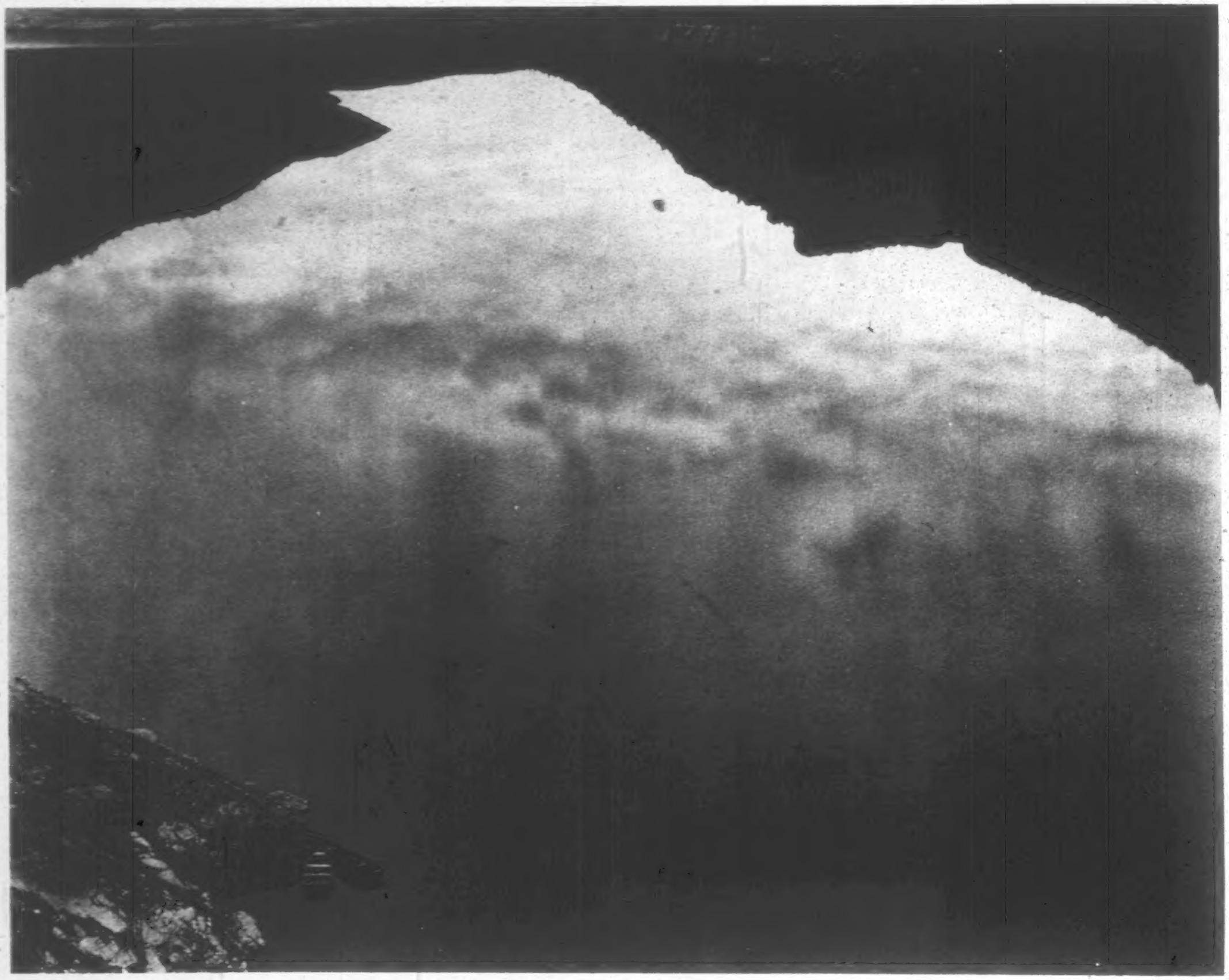
(Continued next page)

A Half Century of Photography

from Carmel's ever-changing Bohemian population, changes every so often.

In this meagerly-furnished home Weston attends to "business." He says' "It's a shame but the trouble is I've got to make my living out of photography." His living is in the sale of his old pictures. Requests come in the mail every day. But selling takes only part of his working time. The rest is absorbed in keeping his files of negatives and prints in good shape.

There are more than 500 prints—each one a work of craftsman's perfection—in the closets and cupboards of the little



house. Weston's trembling hands locate them with certainty, reaching for them with nonchalance past spiderwebs that support gleaming hour-glass bodies of Black Widows. Weston does nothing about these poisonous pals. "I've lived among Black Widows all my life," he says, "and they've never hurt me."

Weston's negatives are kept in a fireproof asbestos shack behind the house. The shack was built recently, fulfilling an old wish of the photographer. White of hair, his face unlined despite his age, the old lensman looks out on this shack with satisfaction mirrored in his clear, brown eyes. The shack spells security for him: his life's work will not be destroyed easily.

Like any other creative person, Weston is proud of his work and likes to show it. He doesn't like to show too much of if at once, however, like the time when he "made a mistake" and exhibited 260 prints in a New York Museum of Modern Art one-man show. "That's too tiring," he says. "People get saturated."

But in the prints in his closets, the negatives in his shack, the books, folios and critiques on his shelves, lies the record of an outstanding life of productivity that spanned two generations—50 years.

This life, among other accomplishments, has brought these tangible achievements:

Weston has published—and illustrated—some nine books of photography, including a 1932 limited-printing collector's item, one of whose copies sold recently for $100.

He has probably had more widely-acclaimed one-man shows than any other photographer. He's had shows just about every important place between Mexico City (where his work was first recognized) and Vancouver, between New York and San Francisco, between Shanghai and Paris.

(His one-man shows will be climaxed next year with an exhibition of 100 prints at the Smithsonian Institute. After showing in Washington, the exhibition will tour the country.)

Weston broke the ice for photographers with the Guggenheim Foundation in 1937. He was the first member of his craft to be awarded a fellowship.

He holds the unique distinction of once selling $2,400 worth of pictures from a single sitting. The sale took three minutes. The customer, of course, was rich. He was an oil magnate, W. A. Clark, Jr.

Weston was born March 24, 1886 in Highland Park, Illinois, son of a physician. Like most Americans he forsook his hometown in his adulthood. Young Weston started his career as an errand boy in Chicago, then moved to Tropico, California, (now called Glendale) where he began taking pictures with a postcard camera.

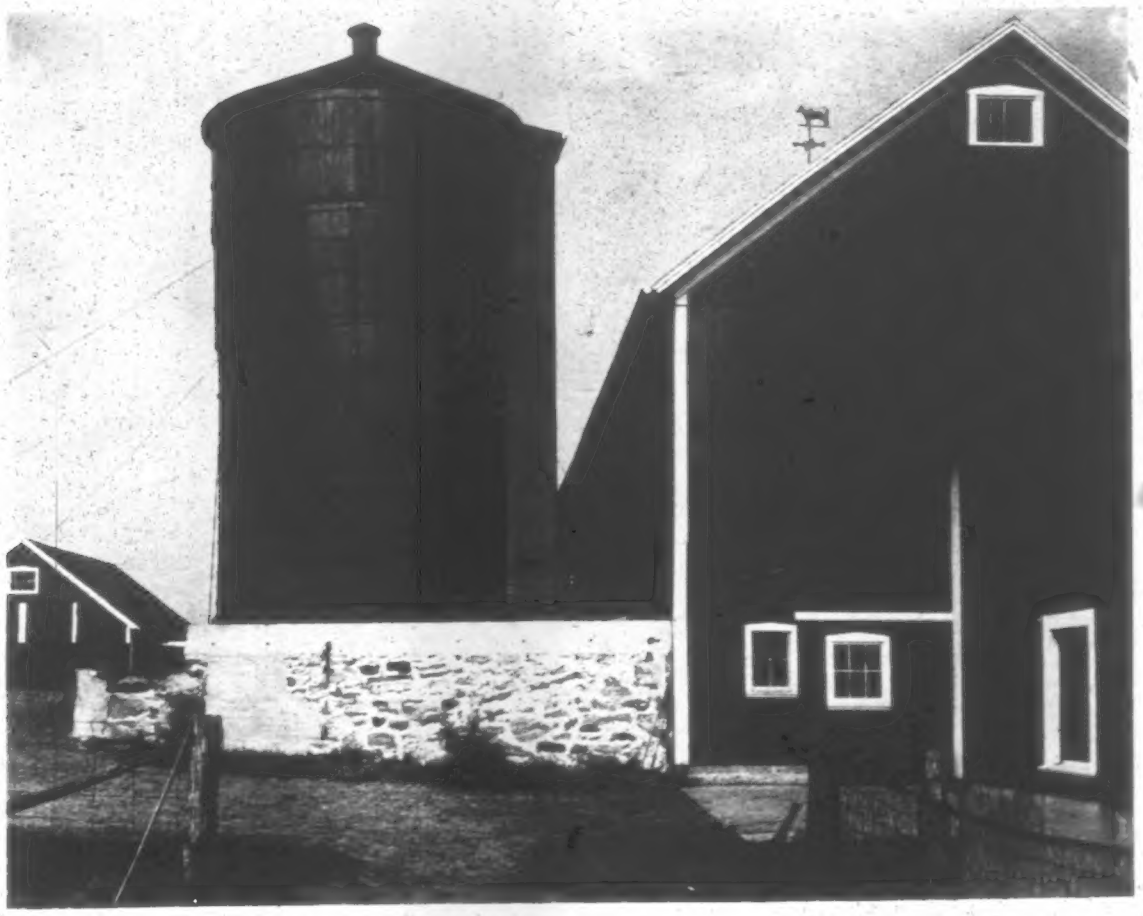
For the first few years he photographed everything from babies to funerals, as long as it paid. He found it a pleasant way to make a living.

In 1909, he was married to his first wife, Flora, mother of his four sons. Mrs. Flora Weston, a retired school teacher, also lives in Carmel. Though they have been divorced for many years they are good friends.

The Westons had some good years there, in southern California. The oldest boy, Chandler, who looks most like his father, was born in 1910. Chandler lives in Los Angeles now, is already a grandfather at 46. Brett, following in his father's footsteps as a photographer of distinction, was born in 1911. He is now in the East on magazine assignments. Neil was born in 1914. Youngest of the boys is Cole, 37, who operates a trout farm at Garrapata Creek off the Big Sur Highway south of Carmel. He is also a good photographer, but does not take photography as seriously as his father and Brett.

In 1923 Weston left Los Angeles and went to Mexico. He stayed there for three years. It was during this time that he turned from just another photographer into the master he has been ever since. It was then that Weston focused his camera

(Continued on Page 10)





Photos are Connecticut farm, Weston's cats and Lake Tenaya, California. On opposite page is Coolidge Dam, Arizona.











Movie set of an early California mining town above left. Right photo above was spotted by Weston while doing California in the West on a Guggenheim fellowship. Collection of shoes and cow bells was found on a farm in Ohio.
Below, Death Valley scenic.





Edward Weston, Photographer . . . photo by George Bush. Below, home on Wildcat Hill.

A Half Century of Photography

(Continued from Page 6)

on people for unposed portraits, that he discovered patterns in clouds, rocks and still life.

From that time on, Weston worked commercially no more than was absolutely necessary to keep his family in food and himself in film, paper and chemicals.

"An artist's life is not easy," he says now, "even when he reaches the point that he is famous. When I got money the first thing I always did was pay my bills. That way I kept my credit good. I didn't eat until after I paid the bills. I always had to buy photo supplies before food—or else I'd be cut off from any sort of revenue."

Cole distinctly remembers his father's "vegetable phase." Those were the years when Weston moved his eight by ten view camera in on all kinds of edible weeds. The era produced such famous Weston studies as Cabbage Leaf, Chinese Cabbage, Pepper No. 30, Pepper No. 35, Squash, Artichoke Halved.

What Cole remembers best about it, of course, is that the family had to eat the vegetables after the photographer was through with them.

Actually Weston did not mind this much. He has always been a dietary fadist to some extent and vegetables fitted right in with the picture. Even today the photographer, who recently broke himself of the tobacco and coffee habits, credits his unusually hardy resistance to irresistible Parkinson's Disease to his preference for simple, nutritious foods. He buys raw, unshelled nuts wholesale by the 25-pound can, likes to make a meal of nuts, bananas, dates and avocados.

In 1928, Edward Weston moved to San Francisco with Brett and they briefly operated a portrait studio together. This was Brett's start in his father's business, and Edward was proud of Brett though his pride was mixed with some anxiety: he knew the difficulties of a photographer's life. Not only that, however. "I knew," says Edward, "that he would have a hard time bucking me."

Brett had a hard time, all right, especially since his style is much like Edward's, but today Brett is well on the way to becoming as famous as his father.

In 1929 Edward Weston moved his portrait studio to Carmel. "I was successful," he says. "I ate." The W.P.A. helped out a little with the eating in 1933, and then in 1935 Weston moved to Santa Monica. Three years later he married his second wife, daughter of the late Harry Leon Wilson, author of "Ruggles of Red Gap."

With his second wife, from whom he is now also divorced, Edward collaborated on one of his finest and most successful books, "California and the West." Weston took the pictures. Mrs. Weston wrote the text. The year after Duell, Sloan & Pearce published the book (1940), Weston moved once more to Carmel. He's lived there ever since.

Before illness came to the photographer his vivaciousness was almost proverbial among his friends. He was a fancy dancer who improvised for anybody willing to watch. He was the life of the party wherever he went, and he took great pleasure in administering subtle stabs with his quietly-clever tongue.

To a publisher whose printer made the grave error of turning one of his pictures upside down, he wrote a letter of praise, commending him for the way he had handled the photography. "But why," he wrote, "was the rest of the book printed upside down?"

A woman once wrote to him concerning one of the views he had photographed in Los Padres National Forest. "Where can I buy some of that wonderful, wonderful land?" she queried. "You already own it," he answered.

Weston's eye for form and composition is unique. Cole tells the story of how he and his father went to Point Lobos a few years ago, picture hunting. Cole framed a composition in his view plate—but wasn't quite satisified with it. He asked Edward what he thought was wrong. Edward merely twirled the camera from horizontal to vertical. He moved it in no other way: and it became one of his most famous pictures.

Edward Weston's most monumental work—a portfolio of 12 pictures chosen by him as his best work—was published privately in 1951 at the insistence of his sons on the occasion of his fiftieth anniversary in the field of photography.

The portfolio was printed in an edition of 100 copies. This necessitated 1200 perfect, individual photographic prints and mountings. These were made under Edward's supervision by Cole and Brett, working alongside the photographer couple Morley and Frances Baer.

Twenty-six invitations were sent out, asking people to subscribe to the work. Twenty-three responded. At $100 apiece, this covered the cost of this ambitious production. Occasional copies have been selling ever since, but Edward still has some left. Someday, we would guess, they'll be worth a fortune.

Edward Weston, who once had so little regard for some of his work that he scraped the emulsion off several of his prize-winning plates because he needed glass for window panes, has come to these conclusions, among others, about photography:

"It is the most important graphic medium of our day. It is like any other art form: it draws from your inner life. Its expression is determined by the inner life of the photographer.

"One must prevision and feel—before exposure—the finished print. Developing and printing merely carry out the photographer's original conception.

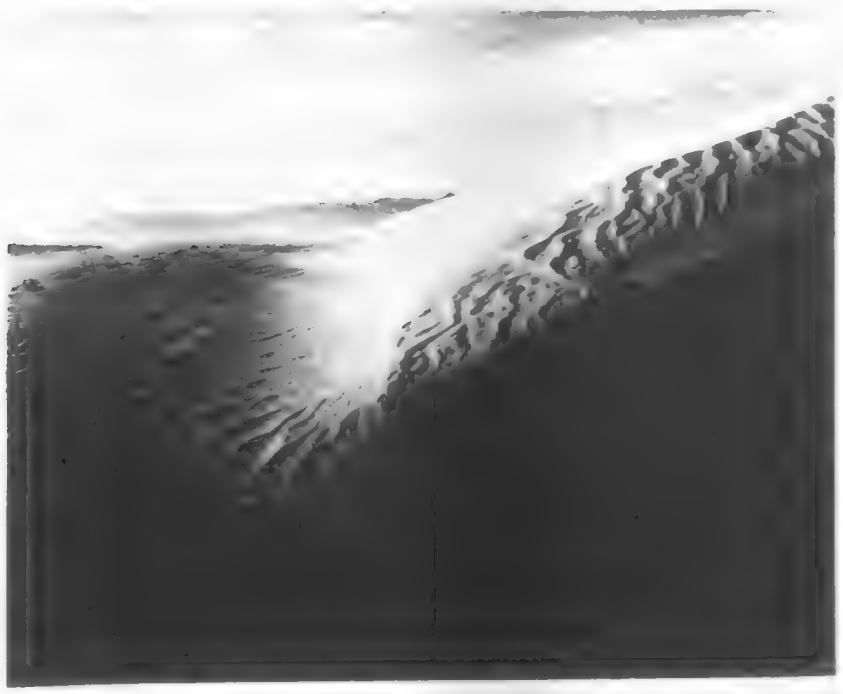
"If there is symbolism in my work, it can only be the seeing of parts, fragments as universal symbols. I have had a back taken for a pear, knees for shell forms, a squash for a flower, and rocks for everything imaginable. All basic forms are so closely related as to be visually equivalent." •••













Top right, Weston cat, Death Valley erosion pattern, bottom, Union Station, Nashville, Tenn. In strip are Nude, sand pattern Point Lobos, ghost house Death Valley and sand dunes, Oceana, California.







Grand Canyon, Arizona.

CARMELITE MONASTERY from Pt. Lobos.

THE BIG MAN WHO WASN'T



When mighty words float out from speaker's tables to bounce harmlessly off banquet hall walls, some people are conspicuous by their absence. Often it's a case of the "big man who wasn't there"—for it takes people to do the shouting and other people for getting things done.

In Salinas, Bruce Church has been among the latter ranks for a good many years. Today, the 56-year-old millionaire produce man and budding industrialist is quietly promoting what may be the biggest boost the valley ever had.

He's setting up an industrial subdivision—a 120-acre tract, complete with roads, curbs, sewers, utilities and a railroad spur: a sort of assembly line suburbia, ready and waiting for manufacturing companies to move in.

This is the kind of development Monterey County Industrial Developments, Inc. has been trying to promote for a couple of years now.

Church, being one of the few folks who are almost "native" Salinans, will be ready with his subdivision as soon as the freeway construction of the Sanborn road extension is completed. He figures that will be in a little more than a year.

The subdivision will be on agricultural land that Church has owned since 1936. The area is a roughly rectangular slice of real estate about half a mile long, bounded by Abbott on the northeast, Spreckels Road on the south, the new Sanborn Road extension and the land of Harkens Ranch. A Southern Pacific spur feeds into it parallel to Spreckels Road.

According to Church, industrial sites will be available in plots ranging anywhere from 3 to 10 or 15 acres. Sales will be outright. There will be no leases.

Acreage will go for whatever the market will bring, but Church figures that $6500 for one acre—unimproved—would be a fair price estimate for the start. Improved land might go as high as $10,000 an acre, depending on improvements and desirability of location within the subdivision.

Already on the land are several produce packing sheds, strung out along the SP spur, as well as a number of industries in which Church has an interest.

Newest and biggest of these is Growers Container Corporation, a stock company which Church founded and of which he owns a sizable chunk. He is its president. Growers Container, makers of all sorts of cartons and flexible packaging, started off in the fall of 1954 with 80 employees. Today its payroll numbers close to 300. Branch plants are now under construction in southern California and Florida.

Growers Container has the modern look of concrete, steel and glass. This aesthetic aspect is the only limitation Church will place on industries looking for a home on his land. "We won't have anything shabby here," says Church.

There certainly is nothing shabby about Growers Container, whose board room and wood-paneled offices look like movie sets.

In one of these simple but sumptuous offices, behind a desk you reach after wading through a rug, Bruce Church has his swivel chair. He's got to do a lot of swiveling—figuratively—because Growers Container is but one of the many pots in which he has stuck his fingers, quietly and unobtrusively, during the past three decades.

Church doesn't look like he ever got them burned.

He is a big man who somehow manages to look even bigger than his 190 pounds and five feet eleven. He wears a conservative, double-breasted grey suit that matches the color of his hair. His brown eyes peek through rimless glasses. With his eyebrows raised quizzically by a slight quirk of nature, he looks interested all the time. And probably is.

Son of a small cattle rancher, Church was born in an area known as "The Caves" above Jamesburg in the Tassajara country. There's a little stream up there, still known as Church Creek after his father who had come from Massachusetts.

The Churches weren't poor, but they weren't exactly rich either. The old man sent young Bruce to the University of California to study business economics. This was enough of a burden on the family for Bruce Church to consider it a debt. He paid it back in later years.

When Church got out of college in 1923 the lettuce business in the Salinas Valley was just starting. Church got himself a job as district representative for a produce shipper. Three years later he figured he knew enough about the business to get his own feet wet.

He still didn't have any money of his own ("I got married in the meantime which explains that") so he went into a partnership with somebody who did have, a gentleman named Whitney Knowlton. The Church-Knowlton partnership borrowed $3000 from Mr. Knowlton.

"We bought a patch of lettuce with it ready for shipping," says Church, "and made quite a little bit on it."

How much?

Well, Mr. Knowlton got his money back within the first two weeks, and there was still close to $100,000 left for the partners to split up between them.

That's how the produce business is. You can lose your shirt, as many people do. Or you can climb into the Cadillac class. Overnight. Unlike other lettuce lions, Church has never had to climb out of his Cadillac since 1929.

Over the years he has stuck to the produce business. He is a year-round operator, growing and shipping lettuce and other crops not only in the Salinas Valley but also in Yuma, the Imperial Valley and Phoenix. He owns about 6000 acres of prime farm land, leases additional acreage.

Church has never forgotten that it took borrowed money to launch him on the road to success. Now that he's successful he is passing on that favor to young people trying to get into the produce business.

THERE

"We've always had a policy," he says, "of helping young people. I like to see young people get ahead. Many of them have ambition and the ability to work but haven't any cash. So we'll sometimes step in and give them a push."

Such a push is usually either an outright loan for which Church charges no interest (and if the outfit goes bust, well, that's that) or else a partnership in which Church supplies the operating capital in return for 50 per cent interest.

Generosity of this kind—as long as it's carefully administered—doesn't cost Church a whole lot of money, and he is the first to admit it.

"You might say," he says, "that the government supplies the risk capital. If I lose the money I can always write it off as a bad debt or a bad investment."

Actually, however, he hasn't had to write off much. He says he's had no losses on such loans and investments in recent years.

In this way, Church has always had a lot of business partners. You might say, in fact, that Church's partnerships in one way or another pump the very heart's blood of today's produce business—particularly lettuce business—in the Salinas Valley.

In partnership with K. R. Nutting, E. E. Harden and T. R. Merrill—other big names in the produce business—Church founded the Growers Ice and Development Company in 1937. The company makes 640 tons of ice a day.

He is also partner with the same men in the Growers Vacuum Cooling Company, an organization founded in 1953 that has since blossomed to huge success with the new method of field packing of lettuce.

The Growers Vacuum Cooling Company is one of 13 cooling plants (in Salinas, Watsonville, Blythe, Phoenix, Yuma and Imperial Valley) that Church is interested in. These 13 plants cooled over 50,000 cars last year. Rate per car: about $96.

In addition to these organizations, Church is also partners with Bud Antle of Watsonville in C & A Enterprises, and is personally interested in the Salinas Ice Company and the Salinas Cooling Company.

With all these businesses and partnerships, you'd think that Church would have little time for anything else. Right now, however, he is taking that time. He's off to Europe for three months, a trip that includes a Mediterranean cruise and a guided tour of Russia.

Right now is a good time, Church feels, to take a little time off. His businesses are running alone fine, and the materialization of the industrial subdivision is still in the future.

"We'll be ready and waiting," says Church, "When industry wants to move in."

When that will be, he isn't sure.

"It's not as close as some people might think," he says. "I figure it will take about five to ten years for Salinas to really get moving.

"It's not going to come sooner than that because Salinas has two things against it. For one thing it has no labor pool, and for another it only has one railroad, and few companies want to come into an area served only by one railroad."

The thing that will eventually bring industry to Salinas will be over-crowding in other desirable California locations, he says. "The area north of San Jose is getting filled up now, and all it takes is one good-size company moving in here to get things going."

• • •



Aerial photo by Lee Blaisdell.



Where

KEYNOTING the Stanton home in Carmel Valley, "Really," Dalmatian, and "Chessie" take their ease in the living room. Patio (right below) is accessible from both the living room, left, and the family room, right. Grand piano (lower left) occupies one corner of living room.

Photos by Maynard Parker





Livin' is Easy

It only stands to reason that an architect really pours it on when he builds a home for himself and his family.

Architect Robert Stanton did just that. Indeed, he feels that his own house in Carmel Valley is the best work he has ever done.

It was a most unusual project. Stanton started with a site that most people wouldn't build on: a knoll 200 feet long but only about 65 feet wide, and curved at that. He also started with a rough, general plan. Nothing else. From there on he played it by ear, giving specific building instructions day by day for the year-and-a-half it took to build the place.

Actually, says 56-year-old Stanton, who is one of the country's most successful architects, "the house grew around a statement Mrs. Stanton made: 'I want my front door in the kitchen. I don't want to walk 95 feet to answer my door bell.' "

The Stantons wanted a small house but at the same time they wanted all the luxuries of a house on the grand scale, the kind of 17-room mansion they lived in before moving to Carmel Valley from Pebble Beach in 1945. They wanted to be able to entertain lavishly—which is their favorite recreation (and almost Mrs. Virginia Stanton's profession—she's party editor of House Beautiful magazine). Yet they wanted a home they could run without servants.

A tall order.

But they got it.

They now have—after the construction of an addition last year—a house finished in such luxurious hand-crafted detail it would be difficult to find its equal anywhere in modern communities. They have a compact, space-saver kitchen from whose resources the Stantons have fed gourmet meals to as many as 96 people at the same time. And yet it's only a two-room house in real estate terminology.

The secret of all this lies in Stanton's arrangement and planning. In 1945 the Stantons started off with a living room, a bath-dressing room, a kitchen (modeled after the streamlined efficiency of a dining car galley on the Twentieth Century Limited), a terrace, a garden and a million-dollar view that can't be spoiled, and they own all of it—10½ acres straddling the Carmel River.

Mr. and Mrs. Stanton slept in the living room, hitting the sack often while bridge games were still in process. The youngsters—triplets, now 18½ years old—slept in individual cubicles in the three-car garage. The kids, Michael, Sue and Shannah, are now all away at college, but until they went they enjoyed some rare living in those "box-stalls" as their father called them. Each had his own private shower bath. Each had its own private skylight through which they could observe the tummysides of skunks, raccoons and other valley creatures. But their cubicles were undamagable so they could do anything they wanted in them.

Mr. and Mrs. Stanton still sleep in the living room. Only now they have a second living room they call "Family

(Continued on page 19)



MAIN ENTRANCE to the Stanton home (above) comes into kitchen. The Stantons sleep in the living room, (below right), his left, hers right. The planters between the beds keep reading lights out of each other's eyes. Trees outside windows are flood-lighted from below at night. Huge hooded fireplace (lower left) with raised hearth and shag mats invites relaxation.







VARIETY of culinary equipment lines kitchen (left) on all sides. Part of Virginia's dish wardrobe decorates wall panel on right. Special smoking oven (below) flavors meats over hickory and charcoal embers. Wasco dome skylights serve double duty, providing natural light by day and indirect lighting for night. Clumps on ceiling are part of Stanton's special acoustic tile.



BUSY COOKING times bring about use of pantry as a second kitchen (4 burner range at right below). Pantry has streamlined sink arrangement of dining car kitchen. Clean tableware is pulled from closets on other side of counter. Dirty tableware is returned to sink counter, fed into dishwasher under counter, then returned to cupboards from pantry side. All of which saves time and steps and enables the Stantons to entertain lavishly without undue stress. Family Room, (lower left) opens directly from main kitchen.





WHERE LIVIN' IS EASY

(Continued from page 17)

Room." The old kitchen has become a second dressing room, and the new Family Room has its own bar and kitchen and pantry. Prime reason for this addition last year was that the Stanton children—rapidly turning into adults—should have proper space to do their own entertaining.

Entertaining really counts in the Stanton home. There's a party almost every week, and 20 guests for dinner or Sunday luncheon isn't particularly unusual. Both Mr. and Mrs. Stanton love to cook, and they love it especially when they have an audience. Fittingly the kitchen is the focal point of the "Family Room" where most of the partying takes place.

This kitchen is a woman's dream. There's a four-burner stainless steel stove, a commercial-type oven, assorted spirit cookers, a rotisserie, a vertical spit with charcoal burner, a broiler with an extra spit and a smoke oven. If this shouldn't prove enough there is a second four-burner in the pantry, and outdoors—on the terrace 100 feet above the river—a Mongolian oven big enough to do a whole pig in.

All the kitchen equipment is compactly together. Mrs. Stanton, standing at the stove, can reach behind her to open the pots and pans closet that has a systematic place for everything. The pantry next door is equipped with a 25 cubic foot refrigerator and a 32 cubic foot freezer, a dish washer and a huge "wardrobe"—as Mrs. Stanton calls it—of assorted table ware that ranges from English China to local Larry Lushbaugh pottings, from aged pewter to pyrex coffee cups from the dime store, from Belgian baked enamel ware to sea shells on which she likes to serve salads.

To streamline operations a counter opens into the Family Room from the pantry. Drawers and closets open in both directions. Dirty dishes are returned directly over the counter and fed into the dishwasher—all resulting in a minimum of hiking while acting the hostess.

Regardless of how many people she entertains, Mrs. Stanton — assisted by meat-specialist Mr. Stanton—does all the cooking. She hires one helper for serving and cleaning up when there are more than 10 guests, two if there are more than 20. As for the rest there is no outside household help except a daytime maid for cleaning up and a gardener who keeps up the landscape in about 24 man-hours a week.

It was this gardener—a jack-of-all-trades who has been working on one thing or another with Stanton for many years—who did most of the building on the Stanton home. Now and then he had help, especially when specialists were required, but most of the time he worked alone and, being a conscientious craftsman, the house has many touches that would have been impossible under any other kind of working relationship. Says Stanton:

"I could never build a house like this for a client. I couldn't afford to. For over a year there was an hour's work every morning—talking things over with my wife and then with our boy how to do what was to be done next. You couldn't work that way with a client."

Stanton won't say how much it cost him to put up the home. The reason is that it was so little—comparatively speaking—he feels the figure would be misleading: people would expect to get this kind of house for that amount of money, which is, of course, impossible for the layman.

Most people, in fact, would turn down the plan for the house if they only saw it on paper, Stanton feels.

First they would insist on a separate bedroom. Then they'd object to 12-foot ceilings. Then they'd object to a garage-length trellis of plain cut-up 2 by 6's made to look aged by the application of a mixture of cement and potassium permanganate. They'd sneer at an architect's spontaneous use of such peculiar items as uncoated hospital curtain rods. They'd worry about living in a house held up by cement water pipes—which the Stanton home is.

Altogether the architect is quite sure that few people would have the vision to buy this kind of a home while it's still in the drawing stage although they drool over it once it's completed.

Take the cement water pipes. Of course it isn't just the pipes that hold up the house. What Stanton has done is to fill the pipes with concrete and steel. These filled pipes were sunk five feet deep into the valley soil, giving the home earthquake-proof anchorage. From these no-shake vertical supports the rest of the home was cantilevered—hung from steel girders and wooden beams knitting the cement pipes together horizontally.

On this rigid framework the different spaces were enclosed with various kinds of woods, walls of native stone—right from the property—and glass. Floors are cement. (The old part of the house has hot-water pipe heating built into the floor; the Family Room addition has electric wiring in the cement. A bit of Stanton advice: stay away from electric radiant floor heat in this climate. Usually bills are too high.)

Pictures tell the story of the visual effect of the Stanton home better than words ever will or can.

Verbalization, however, is required to explain how Stanton sought to achieve the feeling of tranquility the residence possesses. Stanton, who once was a professional musician, approached the design from the musician's point of view: following a consistent rhythm throughout.

In architecture this rhythm is pegged in terms of what is known as the "module"—a specific measurement repeated in various ways in everything in the house. In the Stanton home the module is approximately three inches, all measurements in the structure becoming multiples thereof. This gives the whole work unity.

(How did this approximate three-inch measurement come about? Stanton used 16 inch center on center construction, which is quite a normal standard, allowing about 15 inches between the edges of the beams. Following architecture's age-old Golden Rule of the 5:8 relationship, Stanton divided the approximate 15 inches into five parts, arriving at three inches.)



THE TRIPLETS, Michael, Sue and Shannah have individual "box stalls" located in the 3-car garage. Bunk beds allow space for children's guests.

Interesting are some of the special items that help to make the house outstanding. Here are some of them:

- There are over 4,000 cubic feet of closet space, much of it hidden behind the wood panels of the 25 by 19½ foot living room.
- There are no pictures in the house. Decoration all lies in textures and colors of the rocks and woods used in the construction, in the special concepts. What pictures there are are in the windows, day and night—at night as the trees outside the windows are flood-lighted from below an escapment.
- There is no paint in the house. All woods are finished with a San Jose product called "Inwood" that comes in various shadings, is allowed to soak in and is then steelwooled off. Stanton is so impressed with this product he constantly talks about it. "You'd think," he says, "I owned a chunk of it." (Which he doesn't).
- Ceilings are of something Stanton calls "Stalagtex"—in effect icebox insulating Celotex cut with 45 degree-angled grooves. It's wonderful to look at, and, the architect says, increases accoustical properties by 400 per cent. "Unfortunately," he snorts, "I didn't have sense enough to patent it." He invented it because music is important to the family. Tile and ordinary accoustical tile was too ugly for the house.
- Family Room draperies are of plain 39 cent a yard burlap, made to look swanky and expensive by pulling fibers out of it in a pattern based on the home's module. The Stanton youngsters did that work. (They also finished much of the wood in the house.)
- Mexican string curtains (white) are hung from hospital curtain rods in the part of the terrace you might call an outdoor living room. The rods, of brass, show an attractive patina.
- Cement water pipes (the vertical supports) where facing indoors are covered with vertically applied bishop crown molding, interwoven horizontally with braising rod—simple ingredients add up to a swanky whole.
- Ceilings have set-in Wascodomes, skylights in the daytime, lights at night because Stanton has ringed them with indirect fixtures covered by patterned, trellis-like ornaments.

■ ■ ■



This feature is a continuing series displaying the work of artists and craftsmen currently on exhibit here.

The Spectator-Journal, in sponsoring this feature, has as its aim furthering the work of the artist, and alerting the County to one of its biggest assets.

The selection is made by a Spectator-Journal panel consisting of Donald Teague, Saturday Evening Post Illustrator, and internationally famed painter; Feg Murray, cartoonist; and Spectator-Journal Editor-Publisher Thorne Hall.

Photos by Ralph Hamilton.

SPECTATOR

"CORAL SCARF", (left) oil painting by Mary Miller, is at the Carmel Art Association Gallery.

"MOONLIT COVE" by E. L. Bloomster (left below) may be seen at the Artists' Guild of America Galleries. "OLD PORFIRIO" by Leslie Emery, (right, below) is at the Pebble Beach Art Gallery.





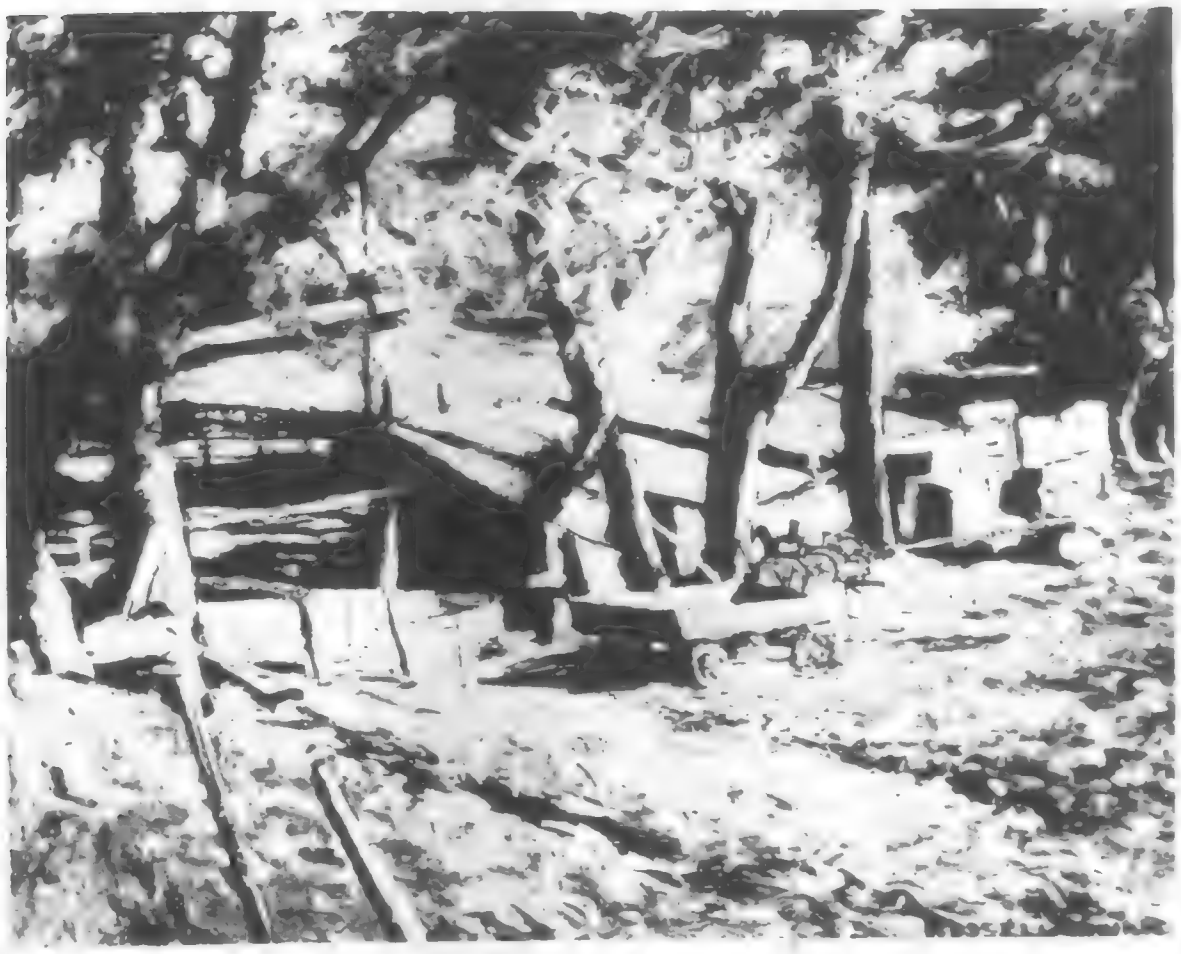
"THE RED CAPE" by Clarence Bates is at the Pebble Beach Art Gallery.



GALLERY OF THE MONTH

"CLOWN" by Lionel Talbot may be seen at the Artists' Guild of America Galleries.

"THE MOTHER" (below) by Abbey Lou Bosworth may be seen at the Carmel Art Association Gallery.



"THE BLUE WAGON" by Russel Swan is at the Carmel Art Association Gallery.



Monterey Peninsula Photographers Select "Among-my-Best Nudes"

4th of a Series



WYNN BULLOCK



EDWARD WESTON

FAMILY FORUM

TRAVELING IS HELL?

"Traveling," said a Navy lieutenant after having driven cross-country from Maine to Monterey with 5 children, one wife and one dog, "is hell!"

"Traveling," says Margaret Peasley, Carmel travel agent, "is pleasant and relaxing."

The difference in these opinions lies, according to a local Navy wife, in the amount of planning and thought given beforehand to the projected trip.

The travel services these days are knocking themselves out trying to make things easier for parents and children who choose their mode of travel. The airlines, which easily come off first with Navy and Army wives as the simplest and least complicated way to go, throw in all sorts of services for children. They're equipped with "baby kits" which include baby food, the makings for almost any formula, disposable diapers — the works. They also have lately put in "sky cradles," a market basket-like affair, so mothers with infants don't have to bring along a portable bed.

It's advisable to alert the airline that there will be an infant aboard beforehand, just to make sure.

For older children, airlines dispense Jr. Pilot's Wings and Stewardess' Wings, just to make the kids happy. The stewardesses give priority to helping watch out for children. On the deluxe airlines, the kiddies eat first while their parents sip cocktails.

Some trains have hostesses who are registered nurses to help mothers with babies and small children. A rather recent development on some trains, too, is a special car reserved for women traveling with children. Heaven help the lone male who might be forced to take a seat in that car, but it is fun for the kids. And the mothers—they're all in the same boat.

Auto supply stores can equip your car to make it safer, more comfortable and pleasant for traveling with children.

Most important, from the safety angle, is some means of keeping the back doors from flying open if young fingers start fooling with the door handles. You can be fancy and buy an electrical gadget that operates by a switch at the dash—the back door won't open unless the button is pressed. Or, for about $2.50, you can buy a connecting rod which will not allow the back door to open unless the front is opened first. These can be installed only on cars which have both front and back doors closing at the center of the car. Even cheaper and simpler is a chrome button to be put over the hole that's left after the inside door handle is removed—and the back door won't open from the inside.

There are safety belts for infants as well as for older children. The infant safety belt is a harness which bolts to the seat, sells for $9.95.

A baby bottle warmer which plugs into the cigarette lighter in the car is a handy thing to have along, as are automobile ice boxes for keeping milk or soft drinks cold.

And if the children want to take turns pretending to drive, there are the plastic steering wheels to help entertain the child.

Car seats and car beds are standard equipment when the child is too young to sit in the regular automobile seat. There's also a new collapsible stroller with a removable plastic "snoozer" which may be used for a car bed and inserted into the stroller when it's time to get up and go.

Most mothers carry with them a special bag which holds a few diapers in one compartment and two baby bottles in the other. This side is insulated so that bottles may be kept warm from 4 to 6 hours. The lining is washable.

Disposable diapers are a big help to the traveling parents. There's a new disposable diaper out which has a waterproof backing, eliminating the need for waterproof pants.

The Monterey Peninsula probably has more experts in the art of traveling with children than any other area its size. What with the Army and Navy families traveling back and forth across the country and their general prolificness, we found a fertile field for helpful hints on how to handle trips with the kiddies. Here are a few suggestions.

Mrs. Betty Jane Moss, wife of Lt. Eugene Moss (he's now in Japan), has done a lot of traveling with her three children, the oldest of whom is not quite 5. Like many other Navy families, in cross-country driving, the Mosses like to start driving at 1 or 2 in the morning and drive while the kids are asleep.

"That way," B. J. says, "we can get 200 miles behind us by 8:00 in the morning."

They usually stop driving around 1:00 in the afternoon, do a little sight seeing, go to bed about 5:00.

For lunches, the Mosses have found that a picnic lunch is much more satisfying than stopping at a restaurant.

"It gives the kids a chance to stretch their legs, go to the bathroom and use up some of the energy that's been storing up in the car."

In order to give the baby a complete meal, B.J. carries a special baby-plate which holds hot water underneath the serving part of the plate. She carries boiling water in a thermos and when the time comes, pours the water in the spout in the plate, opens the baby-food, and there's a hot meal ready.

Another bit of necessary equipment, if there's a baby along, according to Mrs. Moss, is a jar of water and some Kleenex.

In order to give the baby a little more room than the car-bed would afford, the Mosses brought along an apartment-sized playpen which fits inside their station wagon. With a quilt on the floor of it, it could be a bed or a play area, according to the baby's demands.

Doris Lovato, wife of Lt. Albert Lovato, drove to Monterey last August from Maine with her two girls, 9 and 4 and a pregnant cat. (The cat had a miscarriage in Iowa; otherwise the trip was uneventful). The Lavatos put submarine mattresses on the floor of the station wagon.

"A few new things as a surprise for the children will amuse them for a long time. Occasionally, we'll all sing songs or play games."

Mavis McDonald, wife of Lt. Carlton McDonald, plans to fly east this month with her two boys, 5 and 2, and her 3½ year old girl, says that keeping clothes simple will add greatly to the ease of a trip. On a cross country trip, Mavis says:

"I carry everything for the children in one suitcase—each has a change of two things. Everything is seersucker or nylon which I can wash at night and will be dry in the morning — no ironing of course!"

The older Doxee boys, children of Lt. and Mrs. Robert Doxee (there are five of them altogether) were in charge of the log on their last trip. They kept all the information about the time, stops and amount of gas. Each of the Doxees (except the smallest, a one-year old girl) is responsible for his own suitcase and has his own job on a trip.

This month Lt. Doxee will take the four oldest children on a Navy transport and Mrs. Doxee and the youngest will go by commercial airline to Hawaii, their next assignment.

Lt. Zeb Alford and his wife Margaret supply their children (there are now four of them, girls ranging from baby to 7 years) with individual "surprise bags" which each child can go into every hour. They're mostly full of dime store toys, puzzles, crayons, etc.

First thing the Alford children do when they settle down for a long drive is to take off their shoes and socks. "So no one gets hit in the face and their's no dirt," says Margaret.

One who's had plenty of experience in traveling with a baby is Hazel Mohler, wife of Charles Mohler, who until recently traveled for a publishing company from Seattle to El Paso. Their baby, Charles Conrad, has been on the road for 7 of his 9 months. The Mohlers had all the equipment in the car, including a sterilizer for the bottles (Hazel made the formula every night, put ice in the sterilizer to keep it for a day). The Mohlers relied on laundromats to do baby washes each day.

In July the Mohlers will take off again—this time for Europe, where the three of them plan to travel all over by car.

Mrs. Speirs Ruskell, featured in the Spectator-Journal's Day in Life of a Mother in the February 1956 issue, adds to the surprise bags she prepares for trips crepe paper balls, one of which, she says, will keep a child busy for an hour unraveling. There's a tiny present in the very center, rolled up in yards and yards of crepe paper.

For another local parent, the ideal way to take a trip is to leave the children with grandmother. •••

DOLLS...DOLLS...DOLLS



WE HAVE EVERYTHING FOR DOLLS

--also we repair dolls



The Doll Studio
Carmel-by-the-Sea

Studio Court on Dolores between 5th & 6th

Gifts
from far away places

- CHINA
- GLASSWARE
- CERAMICS
- SPICES
- METALCRAFT

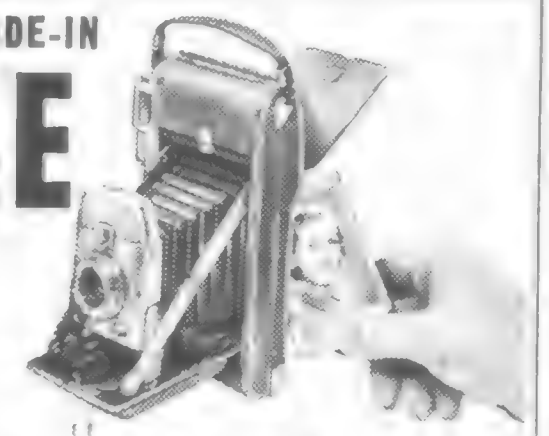


The
House of Seven Seas
Court of the Golden Bough
PHONE 7-4128
CARMEL-BY-THE SEA
P O BOX 49

SEND THE
SPECTATOR-JOURNAL
instead of a
POSTCARD

"i'm at the
mission ranch . . .
where are you?"

TOP DOLLAR TRADE-IN
$ALE
On a new



POLAROID®
Land
CAMERA
magnificent pictures in 60 seconds.
YOUR OLD CAMERA IS WORTH AT LEAST $10
regardless of age, type or condition!
(We will pay up to $60 for some cameras.)

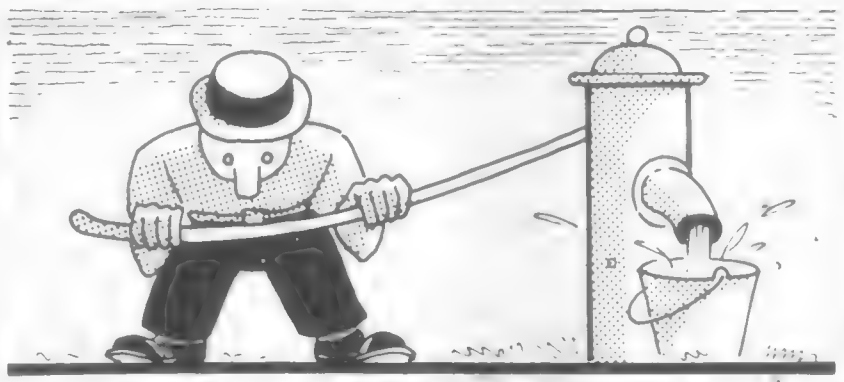
Don't miss this chance to own the exciting Polaroid Land Camera -- the only camera in the world that delivers a finished picture in just 60 seconds. You snap the shutter, and a minute later lift out a finished picture -- a picture that lasts like any fine print.

This sale is for a
LIMITED TIME ONLY
Bring in your old camera today.

FOR CAMERAS
C. Reed
REEDS PHOTO SUPPLY
347 MAIN STREET • SALINAS, CALIFORNIA



YOU IMPOUND IT —



OR PUMP IT

This is one of the great differences between water supply systems.

In some valley areas where there is plenty of water "down under" all you have to do to provide communities with a supply is to drill wells and pump the water into the distribution systems. Under such conditions water is usually cheap.

In other areas you may have to build dams on a river to gather and store water which falls in the rainy season . . . as is the case here. We have two dams on the Carmel River, Los Padres and San Clemente, which impound the water that flows into the river from the mountain watershed. Naturally, water costs more where dams have to be built than it does in areas where all you have to do to get it is pump it.

Have you seen the graphic relief map of your water system at 481 Tyler Street, in Monterey?

California Water & Telephone Company

Sportswear
We are sure that you will agree with men from all parts of the country that our sport clothes and accessories are truly outstanding.

Ed. Williams
716 Munras Avenue
at the Casa Munras
Phone 5-4776 Monterey

You can save in Salinas
at our
NEW PIANO STORE
43 W. Alisal
Ph. 2-9363

Pianos
Organs

NEW - USED
RENTALS

PIANO DEPT.
GADSBY'S MUSIC CO.

Royal FURS
Arthur & Evelyn Rosen

FINE FURS
- for every occasion
- creative re-styling
- repaired and re-dyed
- cleaning and glazing
- COLD FUR STORAGE
  Free bonded pick-up and delivery.



Buy your Furs from a Furrier

YOUR ACCOUNT INVITED

ROYAL FURS
MANUFACTURING FURRIER
Wholesale and Retail
40 W. Alisal Street
Salinas, Calif.
Telephone SALINAS 6168

for the largest selection
of distinctive apparel
on the peninsula

coats
dresses
sportswear
millinery
handbags
jewelry
belts
scarfs

misses and junior sizes

and where you can shop
with full assurance of quality
regardless of price.

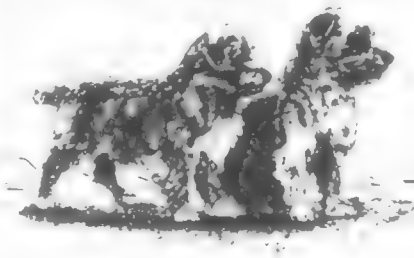
Ira Nagel

656 Munras Monterey

Convenient free parking at the
Casa Munras adjoining.

Spectator's
GUIDE
to
Monterey
County

50 Cents



For Sale..

NORWICH TERRIER PUPPIES

Males, four months old. AKC registered.
All shots, house-trained. $100 to $200.

Telephone Nicasio 23 or write to
WENSUM KENNELS, Nicasio, Marin County, Calif.

Upon special request it may be possible to see these puppies in Carmel from June 15 to 18.

"I'm at the
mission
ranch . . .
where are you?"

"the children's fares
make it even more
reasonable to
go S.P."

Southern
Pacific



THE BEST OF RIDES—FOR FOLKS OR FREIGHT

Cinderella Shop

Ocean Ave. (Next to Bank of Carmel)

SMART COTTONS

both in regular and Junior sizes



Dress pictured by L'Aiglon

Cinderella Shop



NEXT TO THE BANK OF CARMEL ON OCEAN AVENUE

INVESTORS

$1,000 to $500,000

INVEST IN YOUR
MONTEREY PENINSULA

for highest interest
up to 300% value
on conservative ap-
praised Real Estate

PENINSULA INVESTMENTS

BRENT HAVEN
DEVELOPMENT CO., Inc.

Correspondent

NATIONAL MORTGAGE CO.

526 Broadway Seaside

Phone Monterey 5-2141 or 5-2911
or write P.O. Box 2856 Carmel.

SPECTATOR SPORTS

Dogs at Pebble

Photography -- Wynn Bullock



There are many ways to covet a dog show. In this case Wynn Bullock was assigned to catch the human interest side and the overall feel of the event—the 31st annual Del Monte Kennel Club Show at Pebble Beach.

The show, by the way, found a Scottish Terrier, "Cantie Confident," besting over 1000 other dogs for the Best in Show Award. The champ is owned by Marguerite Fuller of Chula Vista, Calif













ARTISTS GUILD OF AMERICA, INC.

For The Finer Paintings



Holbein

Open Daily. 1 to 6 p.m. or by appointment

Telephone 7-4531

GALLERIES: MONTE VERDE & OCEAN AVENUE

Also Entrance from Court-of-the-Golden Bough

Carmel-by-the-Sea



Members
New York Stock Exchange
San Francisco Stock Exchange
Main Office San Francisco

Correspondent
Clark Dodge & Company
New York
Established 1845

IRVING LUNDBORG & CO.

ESTABLISHED 1915

p.o. box 350 Carmel

Dolores near 6th

(Next to Village Corner)

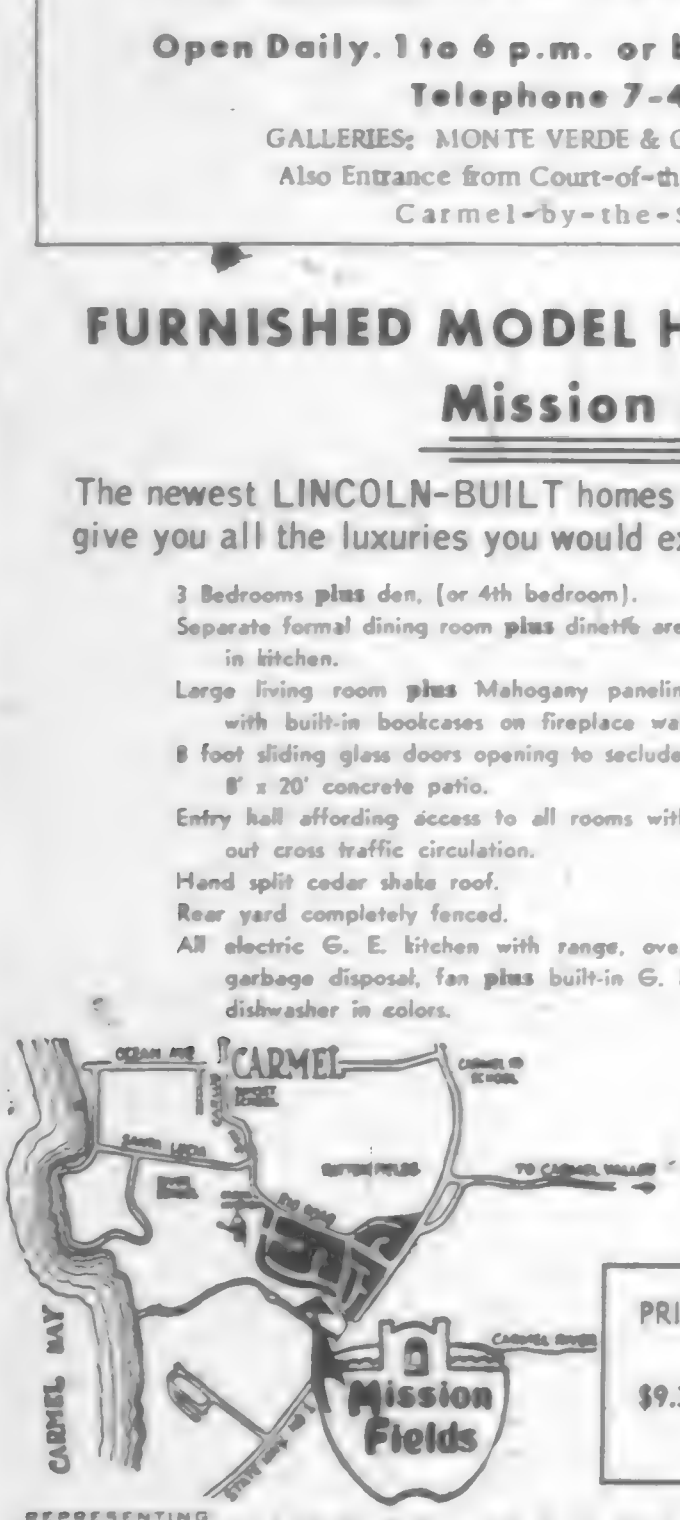
Telephone 8-9222

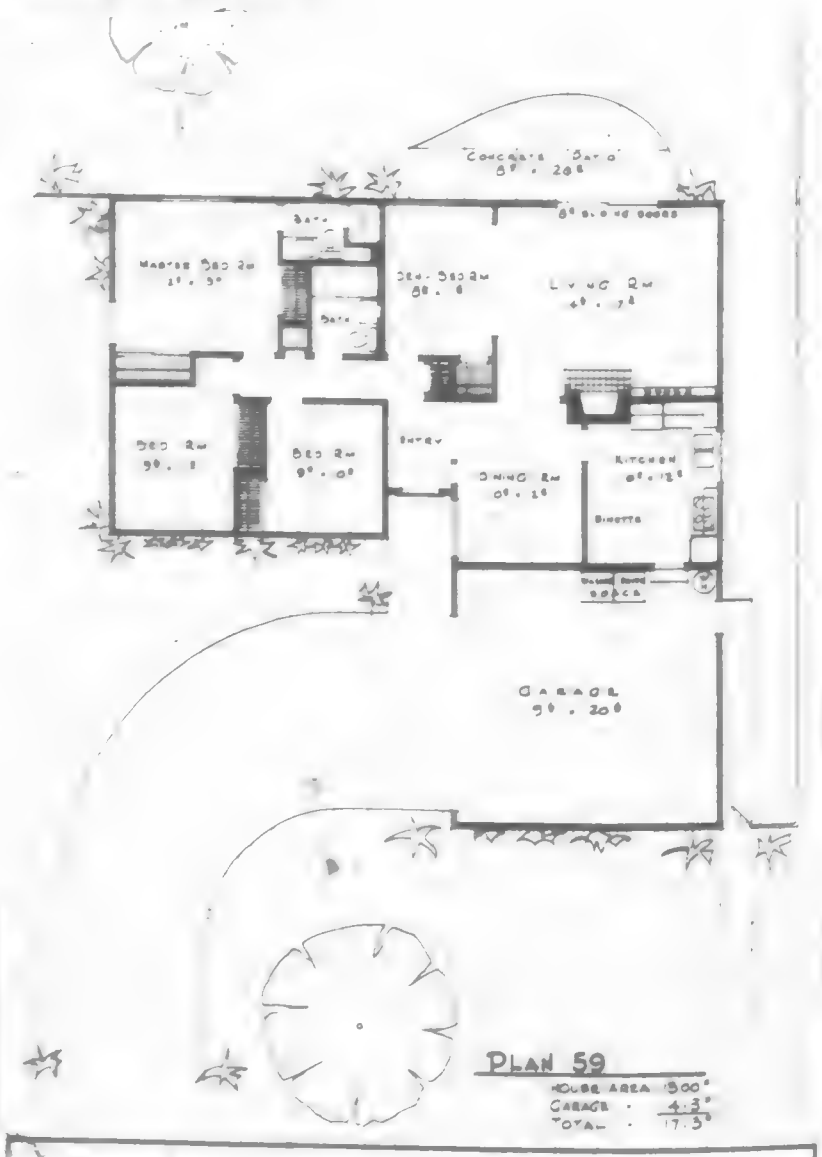
FURNISHED MODEL HOME ...OPEN 1 - 6 p.m. everyday beginning Sat. June 9

Mission Fields No. 2

The newest LINCOLN-BUILT homes in beautiful Mission Fields No. 2, Carmel, give you all the luxuries you would expect to pay thousands of dollars more for...

3 Bedrooms **plus** den, (or 4th bedroom).
Separate formal dining room **plus** dinette area in kitchen.
Large living room **plus** Mahogany paneling with built-in bookcases on fireplace wall.
8 foot sliding glass doors opening to secluded 8' x 20' concrete patio.
Entry hall affording access to all rooms without cross traffic circulation.
Hand split cedar shake roof.
Rear yard completely fenced.
All electric G. E. kitchen with range, oven, garbage disposal, fan **plus** built-in G. E. dishwasher in colors.
Large master bedroom **plus** private bath.
King size double garage **plus** storage space.
Plumbing for washer **plus** 220V circuit for drier.
Central forced air furnace with thermostatic control **plus** registers in all rooms.
Rustless aluminum sliding windows.
Oversize wardrobes **plus** Glide-All silent sliding wardrobe doors.
Full ceramic tile shower **plus** glass door.
Porcelain enamel cast iron bath-tub **plus** formica vanity.
Used brick chimney exposed in dining room and kitchen.
Pressure reducer on water supply.
¾" Oak floors on 2" sub-floor.
40 Gallon water heater **plus** copper water lines.
Mahogany doors in natural finish.
Mahogany kitchen cabinets **plus** formica counters.
Concrete walks, driveway **plus** patio.
Combination wood and stucco exteriors.





PRICE: **$16,900**

$9.38 per square foot, including all built-ins, fence and concrete drive, walks and patio.

TERMS:
2% down, 30 year 4½% G.I. Loans.
5% down, 25 year 4½% In Service loans.
All other financing available.

REPRESENTING Monterey Peninsula Associates

FISHER, DORSEY & LANGSHAW *Realtors*

Subdividers: Monte Vista Park Monte Vista Village Sea View Terrace Mission Fields

720 MUNRAS AVENUE, MONTEREY, CALIFORNIA PHONE 2-5821



OCEAN AVENUE at Monte Verde. Photo by Wynn Bullock

THIS IS CARMEL

In 1922, Perry Newberry, artist and writer, ran for the Carmel Board of Trustees on an Art Ticket.

He posted this "Platform" on the town bulletin baord:

DON'T VOTE FOR PERRY NEWBERRY
If you hope to see Carmel become a city . . .
If you desire its commercial success . . .
If concrete pavements represent your civic ambitions . . .
If you think a glass factory is of greater value than a sand dune, or a millionaire than an artist, or a mansion than a little brown cottage . . .

Carmel, in those days a village of 1,000 souls, elected Newberry. He immediately proposed that toll gates be put up to keep out the tourists.

Newberry lasted two years.

Today, 31 years after his Art Ticket's defeat, with Carmel a decidedly commercial city, swollen to a population of an estimated 5,500 within its corporate limits, with more true millionaires than true artists strolling on and driving over its many concrete pavements, with more mansions than little brown cottages, Carmel still likes to think of itself as the unique village it once tried so hard to be.

Like the proverbial ostrich, its head buried deeply in the shifting sands of time, Carmel has sought protection from progress by refusing to recognize its inevitability

The changes came, however, welcomed by many and deplored by some. But despite the changes, Carmel has remained unique in many ways. This uniqueness is, of course, encouraged by residents and tourist-trappers alike, though for different reasons Part of it is phony. Some of it is surprisingly sincere

---

What is Carmel today?

It's a potpourri of paradoxes

A tourist town that largely disdains—even dislikes—tourists

An art colony of famous names that has produced few new artists.

A summer resort with five bars and no cabaret entertainment.

A hard-drinking party town that looks dead and deserted at 10:30 P.M.

A community meticulously regimented to maintain its individuality.

A shopping center for a large semi-urban area that has only two chain stores and whose actual residents often go to other towns to shop.

A town where retired generals and effete aesthetes, club

women and nature boys in blue jeans, merchants and amateur thespians, may meet on equal terms and, sometimes, even enjoy each other's company.

A highly commercialized community where few folks have an angle.

A town willing to spend a third of its budget on a police force, yet where almost nobody—and sometimes not even a few forgetful businessmen—lock their doors at night.

A desirable location for the independently wealthy, the independently poor and the just plain independent.

A Republican town that prides itself on its liberalism.

Carmel's idiosyncracies are, of course, a result of its unusual history

Before the turn of the century, it was hilly forest leading down to the sea, culminating in a sickle-shaped beach of unbelievably white sand. The beauty of this beach provoked Surveyor David Starr Jordan, later first president of Stanford University, to write an article about it for Scribner's Magazine in 1885, and to buy land and build here. He was among the first.

As the years passed, more cabins arose in the gently sloping forests. And, in 1900, the Carmel Development Company, headed by Frank Powers and J. F. Devendorf, began to subdivide the land.

Property was cheap. Living on it was cheap too. There were no Joneses to keep up with. While no agricultural profit could be made from the land, it was an ideal place for artists and writers to pursue their crafts. It was also an ideal place to just sit and enjoy the scenery.

By 1908 there were 300 inhabitants, and a two-horse stage connected Carmel with sleepy Monterey. Carmel was incorporated in 1916, but still there was nothing to do except to sit, eat, sleep, paint, write and talk about it all. By 1922, the town had grown to 1,000 and become intensely aware of its character, so different from that of other American communities which expressed the young country's vitality in almost frantic productivity. In Carmel,



CROSSROADS of Carmel is the corner of Ocean and Dolores.

SCENIC DRIVE. Photo by Wynn Bullock



materialism was a conversation piece.

In the years that followed, considered by many to be Carmel's golden age, the town became the home, playground or workshop of many writers and artists, already famous or destined to become famous later. Intellectuals clustered all over the place. Little theaters flourished. People like Robinson Jeffers, Lincoln Steffens, George Sterling, William Kitschel, Anne Fisher, Martin Flavin and Will Irwin were at their creative height, and their spirit rubbed off on fellow residents.

Upton Sinclair, William Rose Benet, Sinclair Lewis and Mary Austin had lived here in the early days.

A count in 1929 revealed that over 200 writers, each with at least one published book to his credit, lived then or had lived in Carmel.

It was only natural that Carmel's fame should spread, and that people from all over the country should become interested in this pine tree community without sidewalks, streetlights and house numbers, where every second joker you bumped into was famous, or at least notorious.

Carmel's name was further spread by such incidents as the historic hunt for Evangelist Aimee Semple McPherson who waded into the surf at Santa Monica in the 30's, promising to return from the sea in six days. It was reported a couple of days later that she had been seen in Carmel, in the company of a friend, and a score of the country's top newspaper reporters descended on the town. If, however, Aimee was in Carmel at the time, no one gave her away in her seclusion—a fitting testimonial to Carmel's spirit of the day—and she showed up a few days later in Agua Prieta, Mexico, claiming loudly that she had been kidnapped.

By 1940, census takers counted 2,837 citizens within the village limits of Carmel. A good many of these were middle-aged and older, retired people attracted by the scenic splendor of the area, its equable climate, its leisurely mode of life, its many cultural events.

Carmel, then, was really Carmel: it was contained on the seven-eighth of an acre within its city limits, complete unto itself. The early 40's were the last years in which this was true. As soon as the war was over, Carmel outgrew its boundaries, life became more complex, its relationships with other communities on the Peninsula assumed increasing importance in its life.

But before Pearl Harbor, and for a short time after it, Carmel life held a magic intimacy. The Post Office then was in the building which now houses the Carmel Realty Company, and—with no mail delivery to homes within the village—the Post Office was the community center. Everybody came personally to call for his mail. By their box numbers, the saying went, ye shall know them.

People congregated at the Post Office to talk, and as they came and went they stopped at the community bulletin board. Everybody used this board. Everybody read the notices on it. It was the community's true newspaper, more significant and personal than any paper could be. It was the most effective want-ad section.

Telephone service was equally intimate. There was no dial system. Service, though frequently lousy, was extremely effective. If you didn't know somebody's number, you just told the operator the name of the party, and if you didn't know the address, it didn't matter, because she usually knew it.

In the old days, too, dogs were honored residents, and everybody knew everybody else's dog. There was one dog, in fact, who was everybody's dog. His name was Pal. He was the town's dog, fed by everyone, allowed to roam at will. Pal spent part of each day being spoiled by the youngsters at Sunset School, then made his rounds of the shopkeepers. He was buried with civic honors at the Forest Theater.

These somewhat disconnected examples of Carmel life in the old days have significance in the light of Carmel's character of today.

There is still no mail delivery within the village limits, but the Post Office has lost part of its community center function because at least half of Carmel lives outside of Carmel where there is rural route delivery.

By the same token, the billboard until recently between the Carmel Realty and the Village Corner is still in existence, though now moved across the street and rarely used. Nowadays only tourists seem to look at it, taking pleasure in it as one of Carmel's quaint oddities, and it would appear that those who post their notices on the benighted board are prompted to do so largely by nostalgia.

The attitude toward dogs has also changed. Today's dog lover in Carmel seems to abhor all dogs but his own. The police switchboard is flooded with complaints about barking dogs, and a couple of years ago Carmel's City fathers, with an uncanny misunderstanding of biological processes, moved to hold dog owners responsible if their pets show an inclination for using sidewalks or trees or fire hydrants on public property.

Despite peculiar civic actions, such as this, Carmel today is more virile than it was 15 years ago. It was a young man's town in the 20's and early 30's, in the late 30's and early 40's, it was a town of older people and greatly influenced by the retired mind.

Carmel is still popular with the retired and aged, and there are 37 doctors, dentists and optometrists maintaining offices in the village to take care of them—a stupendous number compared with national averages—but, overall, the village is becoming younger again.

A new crop of outsiders came to Carmel after peace was made; young couples, young businessmen, many of whom had discovered Carmel on pass during their military service. And Carmel is naturally popular with the officers (and their families) attending the U.S. Naval Postgraduate School and the Army Language School in Monterey.

Carmel's population in 1943, according to an estimate by British-born, capable and conscientious former City Clerk Peter Mawdsley, was over 4,000, including transients. The assessed valuation of the city was then $5,513,180. The unincorporated area was ranch land. There were but few homes scattered here and there outside the corporate limits.

With the postwar years came phenomenal growth. The estimated population for the spring of 1956 was 5,600 for the corporate area alone, up 100 from last summer, with another 6,500 or so living in unincorporated Carmel which was nonexistent but a few years ago.

The latest assessed valuation for the village was $11,868,055 in early 1954, but Mawdsley figures it's now over 12 million dollars. Carmel Woods, Hatton Fields and Mission Tract, which is growing rapidly, have an assessed valuation close to 8 million, and Pebble Beach, the Carmel River Bottom, lower Carmel Valley, and the Highlands have an additional assessed valuation of over 5 million. The valuation of the school district, which roughly comprises all these areas, is in excess of $26,130,000.

It is almost impossible today to think of Carmel without considering these areas. Life between them is intertwined. The sanitary district extends beyond the corporate limits. The unified school district covers a large area, and three of the district's four schools are actually outside the village boundaries.

With young couples settling in and around the village, building their homes and producing offspring, Carmel is rapidly becoming a town of children, something it never was before. Mawdsley remembers when his first son, born in 1922, was the only baby in Carmel. The district's enrollment as of October 1955 was 1,081, according to Superintendent Stuart Mitchell. October 1954 it was 974. It is estimated that half of the children come from homes inside the village limits, the others from the unincorporated areas.

An accurate count of the population in unincorporated Carmel is impossible at this time. The Pacific Gas & Electric Company has no breakdown for customers in the various suburban areas, though it counts over 2,700 customers within the village limits. The Pacific Telegraph and Telephone Co. lumps all the Carmel exchange together—there are 6,356, about 400 more than a year ago — and can only hazard a guess that about half of them are in the city proper. Of the phones, 4,786 are residential, 1,570 business.

There is little indication that Carmel proper, whose boundary lines are still the original ones of 1916, will annex any outlying area in the near future.

The outlying areas have made no definite proposal to join Carmel. There has been no application for annexation so far, and a good deal of talk against it, both inside and outside the city. In Carmel's Council no one has yet gone on record for annexation.

Carmel Unincorporated, of course, has considered the possibility of annexation, but so far the drawbacks of such a step have outweighed its advantages. Unless there is a bad fire, the outsiders feel they are better off.

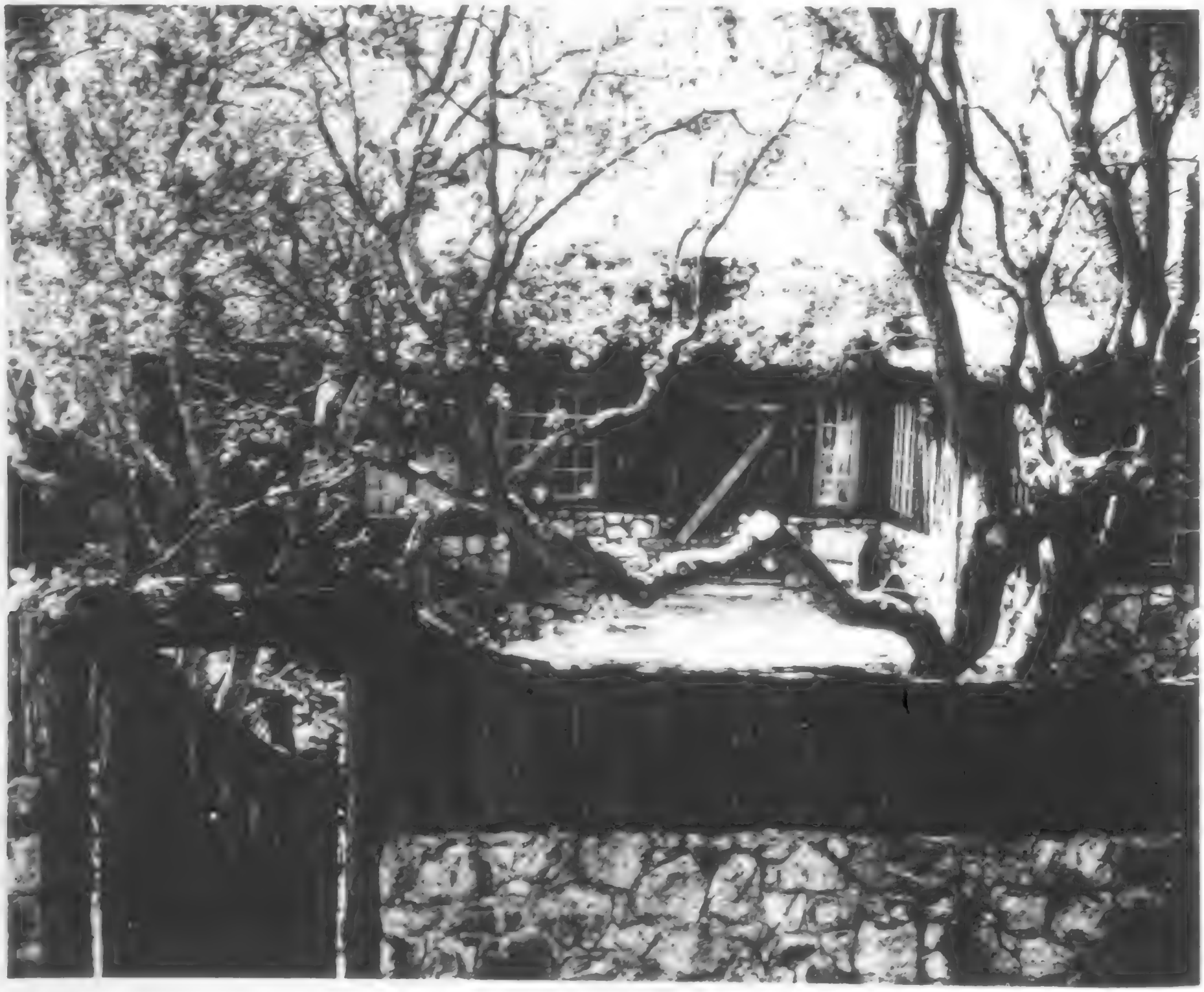
(Continued next page)



HARRISON MEMORIAL LIBRARY was built in tile-roof Spanish style popular on the Peninsula in the 1920's.



JUNIPERO STREET. Photo by Steve Crouch



A CARMEL COTTAGE. Photo by Wynn Bullock



ROBINSON JEFFERS' Tor House, Photo by Marge Cain

THIS IS CARMEL

(Continued from preceding page)

Taxes in the unincorporated area range from $3.74 to $4.40 per $100 assessed valuation, while in corporate Carmel taxes total $4.83. Outsiders, who can today build homes in a wide range of styles and materials, would further be bedeviled by many building restrictions which, had they been in effect in Carmel's old days, would have prohibited erection of a good third of the structures standing in Carmel today.

The unincorporated areas theoretically suffer from lack of police protection—a sheriff's patrol car comes by about three to five times a day—but there is no crime. The unincorporated areas, however, are dependent on the Carmel Hill Station of the State Department of Forestry fire service, and it's a long way from there to south of the town or part-way up the valley.

The present trend indicates a stacking of interlocking governmental bodies taking over the functions normally exercised by a city. Sanitary and school districts are superimposed, covering varying areas, and an eventual recreation district would pose the same problem.

Incorporation is definitely an issue.

The cultural life as well as the business life of many residents of unincorporated Carmel revolves around the village.

Everyone, sooner or later, comes to Carmel from surrounding areas if for no other reasons than to sit on the beach, go to the movies, listen to a concert at Sunset auditorium, perhaps attend the Bach Festival, go shopping, look at the paintings in the town's three art galleries or attend one of the amateur productions at the outdoor Forest Theater or the new theater-in-the-round at the Golden Bough Playhouse.

Art galleries and amateur theaters are, of course, strongly in the Carmel tradition.

Herbert Heron, later mayor of Carmel for two separate terms, founded the Forest Theater in 1908, and started the Carmel Shakespeare Festival in 1926. He again revived it last summer after several years' pause. Edward Kuster, a lawyer from Los Angeles, quit his practice in 1919 when he was 43 and designed

(Continued next page)



MODERN CARMEL POINT HOME,
Photo by Wynn Bullock

and built the Golden Bough Playhouse. Kuster subsequently studied direction with Max Reinhardt in Germany, made the playhouse here world famous.

The first Golden Bough theater, eventually the first theater in the country to show movies in the "art theater" way, (coffee instead of popcorn), burned down in 1935. Kuster then bought the original Arts and Crafts Theater, founded by Perry Newberry and Alfred Burton years before, from the so-called "Abalone League," and turned it into the second Golden Bough Theater. It also burned down, in 1949. A production of Siefried Geyer's "By Candlelight" had preceded both fires.

The quality of today's local amateur productions may be below the standards of Carmel's golden age, as some old-timers claim, But, in recent months, the Golden Bough Players under the direction of Lee Crowe and Charles Thomas have achieved thespian competence beyond the range of most amateur theaters, and it's doubtful that local theater was ever better than it is at the Golden Bough today. Other amateur groups, occasionally springing up in the village, are a different story. Most flop immediately. A notable exception is the Forest Theater Workshop, a fairly new group that is trying not commercial but experimental theater and may turn out to be a good school for amateur actors in this area.

Outsiders, possossed of experienced critical discrimination, are occasionally appalled at what sometimes passes for art or theater in Carmel, a community of no mean cultural pretension where they expect to find consistently professional standards. Fact of the matter is that Carmel, though blessed with much talent, is also cursed with much mediocrity.

This mediocrity is encouraged by Carmel's peculiar capacity for transcending the big fish in the little pond routine. It has the trick mirror talent of making a tadpole appear a whale, and, as a result failures from elsewhere, not just the little stuff, sometimes succeed in somehow cornering big local reputations.

Despite its generous quota of artistic phonies and/or mediocrities, however, Carmel may boast without fear of contradiction that it has more successful creative talent per square foot than any other small town in the country.

Carmel and its immediate environs are the home of Poet Robinson Jeffers, Painters Patricia Cunningham, Leslie Emery, Armin Hansen, Linford Donovan; Sculptor Clancy Bates; Cartoonists Eldon Dedini, Bill O'Malley, Vaughn Shoemaker, Hank Ketcham, Jimmy Hatlo; Authors Ernest K. Gann, Howard Rigsby; Photographers Edward and Brett Weston; Architects Jon Konigshofer and Mark Mills, and many other nationally known "names" in the arts and crafts. Bing Crosby and Greer Garson have homes on Pebble Beach, spend part of the year on the Peninsula, are often seen on the streets of Carmel.

In addition to the accomplished, of course, Carmel teems with young talent in the arts. But there is little future for the promising youngsters here. Many of them—the weaker—are condemned to squander their talents on the temptress of artistic conversation. They stay, and eventually become Carmel characters.

The stronger often leave after a period of disillusioning apprenticeship. They find that, at this time at least, Carmel is a fine place for the already successful, but a place that's almost impossible to become successful in.

It would not take much to make Carmel a true are center. An annual art festival, open to outsiders as well as local artists, might do the trick, offering as it would to the young an opportunity to vend their products on a free market place of taste that would attract art lovers from all over the nation.

The presence of the famed is, to some extent, one of the tourist attractions Carmel has to offer in addition to quaint cottages, specialty shops and a cypress-studded water front.

Carmel people manage to act quite blase about their celebrities, including visiting movie stars, but take every opportunity to point out people in the limelight to visiting firemen.

Carmel frowns on the tourist, yet makes a good share of its living from him. Some store owners admit that 50 percent or more of their sales are to visitors, and if that is the case, it is also an economic fact that without tourist money coming in many of their other sales—to local people—could not take place.

It is not easy to be a shopkeeper in Carmel. To cater to the tourist a merchant feels he has to carry unique merchandise. As long as there are only a few shops, that's fine, but with as many shops as exist in Carmel today, many merchants find competitors carrying the very same merchandise they thought they purchased as unique.

The competition in some fields is terrific as indicated by the number of business licenses listed by Larry Rose, Carmel's young and energetic recently elected City Clerk.

There are 47 apparel shops, 33 gift shops, 28 arts and crafts establishments that do retail selling. There are 46 hotels, inns and lodges; 30 restaurants.

There are also 14 businesses handling horticultural supplies and services; seven shops selling jewelry, silver and clocks; six shops selling sporting goods, pets and toys. (There is, incidentally, also one fortune teller.)

Shopkeepers complain today that the tourist is not spending as much as they used to. Some say that the average tourist, in the late 40's, spent around $8 each sale and that today the average tourist only buys 85 cents worth.

This may be so—an indication of the times—but there is little to substantiate these figures in the sales tax returns which cover all retail sales except food and gasoline. These returns, according to the City Clerk's office, show a steady increase since they went into effect in the December quarter of 1951.

As indicated by sales tax returns, the total net taxable sales in Carmel in the fiscal year 1954-1955 were $9,335,502 as compared to $8,756,904 in the previous fiscal year, a 6.5% increase.

The September quarter of 1955, the quarter that reflects tourist trade more than any other period of the year, showed up for taxable sales of around $3,000,000 which was about $400,000 higher than in 1954.

But this is a long way short of what tourists really spent in Carmel since accommodations are not part of the retail tax picture, and food and gasoline aren't either, and yet these are the items that tourists spend most money on.

The high sales tax return brought the city $10 tax per capita in 1952, compared to $4 per capita State average. Mawdsley figures that five sixths of the tax comes from the pockets of outsiders, only one sixth from local residents.

Its high tax income enables Carmel to spend a good deal of municipal money. In the year ending in June 1953, for instance, Carmel spent $82,051.66 on road improvements. This expenditure, of course, included gas tax money from the State.

Indicative of the amount of local activity is also the Post Office volume. Postmaster Fred Mylar announced that gross receipts for the fiscal year ending June 30, 1955, were $169,887.48.

The surprising thing about Carmel's Post Office gross is that nearly $70,000 of it was clear profit, amazing in view of the fact that nationally the Post Office Department shows a deficit.

The local Post Office, almost bursting at the seams, feels that some day it may have to violate the time-honored Carmel custom of no postmen. It may start delivering mail in the business district.

That Carmel people, or at last some Carmel people, have plenty of money to spend is obvious. Their standard of living is generally high; the average cost of a home in Carmel is $20,000.

Foreign travel is an indicative luxury item. The travel agencies of Margaret Peasley and Phinney-McGinnis report that in 1954 and the first part of 1955 they have arranged trips to Europe for 208 Carmel people, trips to Latin America (including Mexico) for 87, trips to the Far East for 33, trips to Hawaii for 162, trips to Alaska for 37 and trips around the world for 14.

In 14 months that's 541 people going to faraway places; figuring the overall Carmel population at about 12,000 that means, on a year's average, one out of 28 residents going abroad. If this average applied to the whole country, it would mean that nearly 6,000,000 Americans went abroad in 1954, paying their own way, which wasn't so.

Carmel can still be a cheap place to live. Although real estate began to skyrocket after the war—a 2-bedroom house on Casanova sold for $4,000 in 1945, $8,500 in 1946 and $14,000 just a year later—some cottages are still available for very low rent, say around $50 a month—although most rentals run in the $100 bracket.

With everything concentrated in a small area, there are no transportation costs. And dress is unimportant. When a guy is too broke to buy a new suit, he simply becomes a character. All this makes Carmel very attractive for people who like to take it easy, make a minimum of money and still live the good life.

Most Carmel homes, built on 40 by 100 lots, are two bedroom and two baths. The late Hugh Comstock had the biggest influence on local architecture. His is the famed Carmel cottage. He designed the Tuck Box on Dolores Street, but that was before the war. After the war, he went in for post-adobe which became especially popular in the outlying districts where there was still room to build.

Architectural standards in Carmel are hard to define. The planning commission okays houses that look like they belong in Carmel. The best way, architects found, to get a modern building



CARMEL'S HISTORIC MISSION. Photo by Wynn Bullock

through was to dress up their rendering with knickknacks.

Finicky Floyd Adams, the village's building inspector, okayed permits for 30 new homes and three residential buildings in 1954. He also okayed 90 remodeling jobs on homes, 18 on commercial buildings. Building expenditure in the village in 1954 totaled $770,765.

Back in 1908, when Heron first came to town, lots in Carmel sold for $150. Lots today go for at least $3,500, and the last waterfront lot sold for about $9,000. There are just a couple of waterfront lots left now.

Heron, in the early days, had the chance to buy the southeast corner of Ocean and San Carlos, where the Standard Oil Station is, for $1,000. He passed it up. Today, the corner is valued in excess of $100,000.

The valuable downtown property, where rents range from $100 to $450 for offices and stores depending on location, size and friendship, is owned by a few families.

The largest real estate holdings belong to the decendants of Tom Doud, wealthy Monterey cattle rancher; Mary Goold, descendant of the old Carmel Mission Machado family and widow of Charles Goold, one-time councilman and livery stable operator; the Mary Dummage estate, and members of the Leidig family, Robert and Fred.

Corum Jackson, 59, jovial community big wheel and prime mover in matters civic and business, has been in the real estate business in Carmel for 18 years. He feels that the Carmel business district will keep on developing but that the mode of life in Carmel will remain the same.

"Of course," he says, "They'll gradually sneak in a street light here and there. The trouble is that everybody comes here because they like it the way it is, and once they've settled down they want to make changes."

Carmel, Corum Jackson thinks, can keep on doing fine and even better, without radical changes. Like other far-sighted businessmen, he believes that the Carmel area, as the whole Peninsula, will some day be the bedroom for executives and white collar workers from the industrial area that will develop in all probability around Moss Landing.

"Even if the fish come back," says Jackson, "the fishing fleet won't come back to Monterey. It will go to Moss Landing."

That's why, Jackson says, the Monterey Peninsula Convention Bureau is hot stuff. The bureau has booked 15 conventions for this year and next. Figuring on a 300-person average with each convention visitor staying three days and spending $25 a day (the national average is $27), this will bring $337,500 in new money to the Peninsula.

Says Jackson:

"Economists figure that new money brings 20 times its amount in turn-over. Figuring it conservatively—only 10 times—this meant $3,375,000 new spending power.

"You can figure that a fifth of this will rub off on Carmel."

Carmel, which is not participating in the convention bureau, is, therefore, apt to benefit in spite of itself.

One thing that may stop Carmel's benefit from anything is

(Continued next page)



CARMEL WOODS School.



CARMEL'S popular Bulletin-board.

THIS IS CARMEL

(Continued from preceding page)

the parking problem. With little room to park in the business district and the ever-present threat of a ticket, generously dispensed by the Carmel Police Department, visitors are increasingly discouraged from shopping here.

If the parking problem is not solved, and it is not solved by ticketing shoppers and tourists, the time may come—and sooner than most would think—when shopping centers will mushroom outside the village limits, say at the mouth of Carmel Valley near the booming Mission Tract, and draw a good deal of business away from Carmel.

Someday, as the Peninsula grows in population, there will be such shopping centers, but Carmel can remain in a competitive situation if it finds a solution to the congestion problem.

A partial solution could be a project that has now been in the air for about a year: to build a shopping center on an acre-and-a-half site on the southwest corner of Ocean and Junipero. This center would offer parking facilities for an estimated 120 shoppers, according to the first tentative plans.

Most of the property is owned by Mrs. Leslie Fenton. The San Carlos Canning Company has about a third of land involved, and unless the Fentons, who are interested in building the shopping center, can get together with the other property owners the project will inevitably fall through.

Another shopping center is now under construction on Junipero near Sixth Street.

But, even if this project and other projects along similar lines should succeed in Carmel, a retail business district alone—no matter how successful—does not make for a community of vitality and progress.

Although Carmel is an ideal place for youngsters to grow up, opportunities for them, once they reach maturity, are extremely limited. Most kids leave after graduation from high school to invest their energy and talents elsewhere.

The eventual consequence of such an exodus of youth are obvious.

Despite such drawbacks, the leisurely pace of Carmel life as it is lived today offers a unique experience in our hurried world, an experience from which many people are willing to trade the practical expediences that make for the super-efficient existence of the mid-20th century. •••



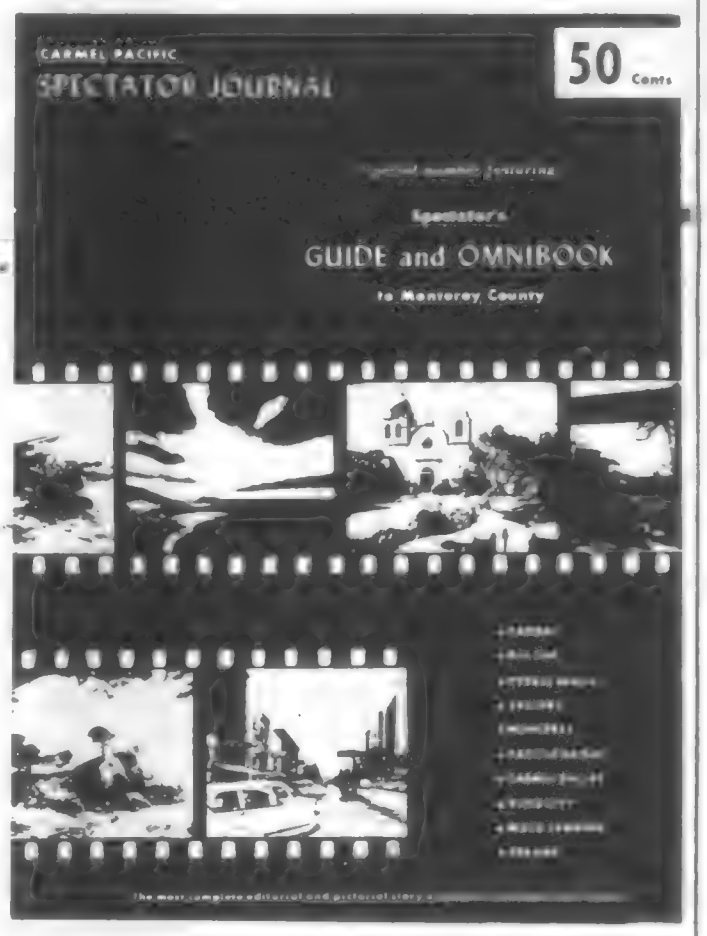
SUNSET SCHOOL.



CHURCH OF THE WAYFARER

If you enjoyed the Carmel story...

Get the complete story of Monterey County—Carmel, Pebble Beach, Big Sur, Monterey, Seaside, Pacific Grove, Salinas, Moss Landing, King City...



In the Spectator's Guide and Omnibook.
124 pages...200 photos...

Now available at all newsstands for

50¢

by mail 75¢. Write us.

Limited Time Only Limited Time Only

NOW

The
Carmel Laundry
Under New Management

... French Type ...

Hand finishing of men's shirts, women's blouses, dresses, fashion apparel and children's clothing.

... Expert ...

Home style laundering of your finest table, bed and guest linens.

1 Day Service
in by 9 a.m. out by 5 p.m.

PHONE 7-6745

Free Pick-up --Delivery

CARMEL LAUNDRY

5th at Junipero



Sportswear **is a way of Life...**

The Theme is Cashmere

...designed by Dalton

exclusive at

HARRIET DUNCAN

LADIES' SPECIALTY SHOP

Carmel
6th Street near Lincoln

Telephone 7-4912

Pencil-slim skirt.....26.95
Cashmere Sweater.... 32.95
in matching color; shown in "Blonde Mist".
Hand made gloves.... 11.95

Back allure highlighted
in country coat
shown in Blonde tone..159.95

Foot and Bag notes from
Miller's Shoe Shop, Carmel



For Sale...

Carmel Beach Home on Scenic Drive Unduplicated Anywhere in the World





One of the most beautiful homes in the world with a breath taking view extending from Point Lobos to Stillwater Cove of Pebble Beach. This one year old home has a 289 foot ocean frontage on a coast line famed as one of the finest spectacular scenic locations ever viewed.

Three large bedrooms, spacious living room, play room, maid's room, 4 car garage, 2 lavish marble bathrooms.

Richard Catlin

REALTOR

Courtesy to Brokers

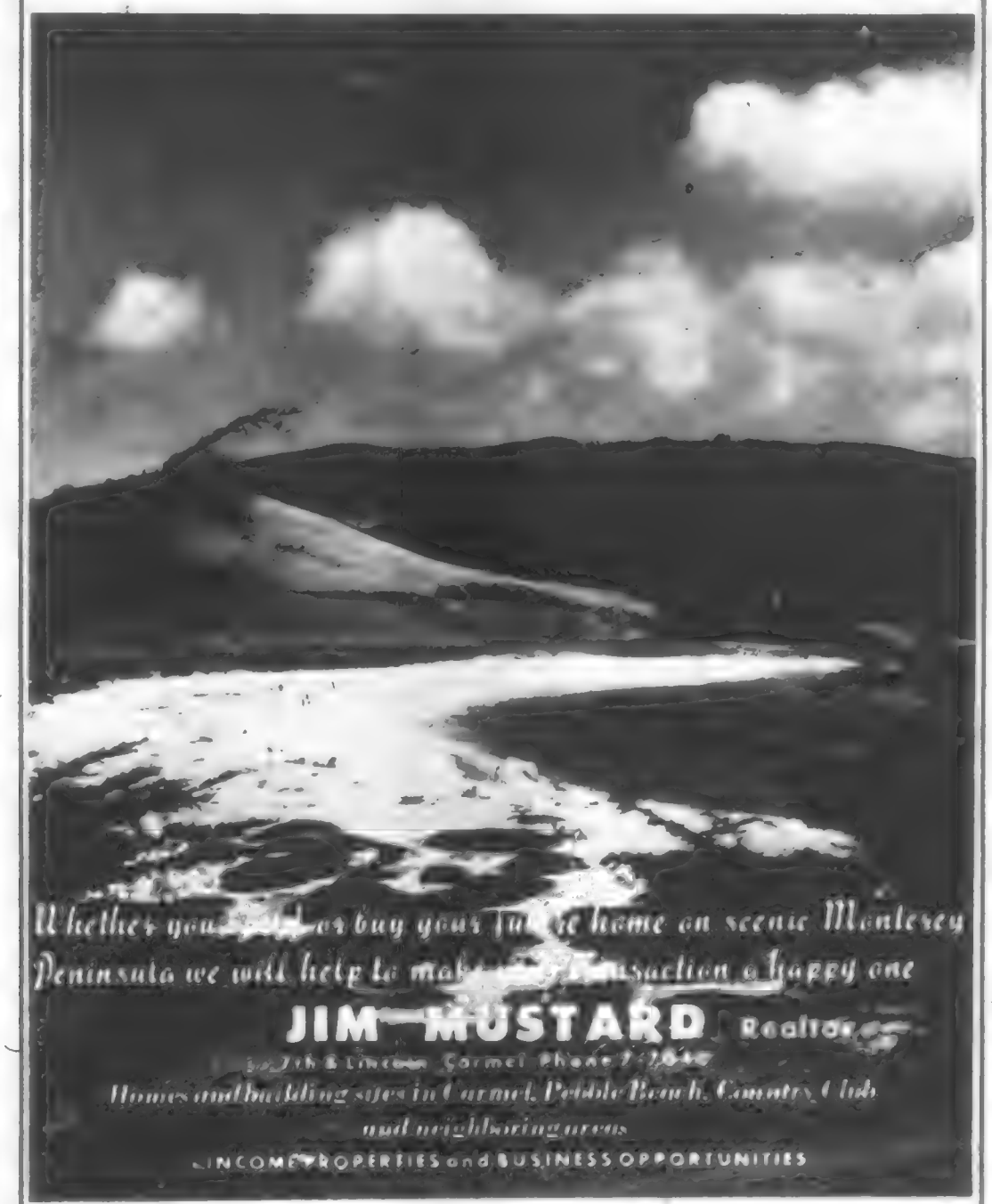
CARMEL Phone 7-6406
Dolores at 6th P. O. Box 4235



Master bedroom has a sweeping view of Point Lobos



A portion of the spacious living room.



"Exclusive Imports for Guys and Dolls"

TARTANS



America's
Largest and Finest
Collection of
Pure Wool Worsted

Authentic Scottish Tartans

In hand tailored
KILTS, JACKETS, SKIRTS
SUITS, COATS, WESKITS

ALL MODERATELY PRICED

THE *Casual* SHOP

Ocean Ave. at Mission St. Carmel

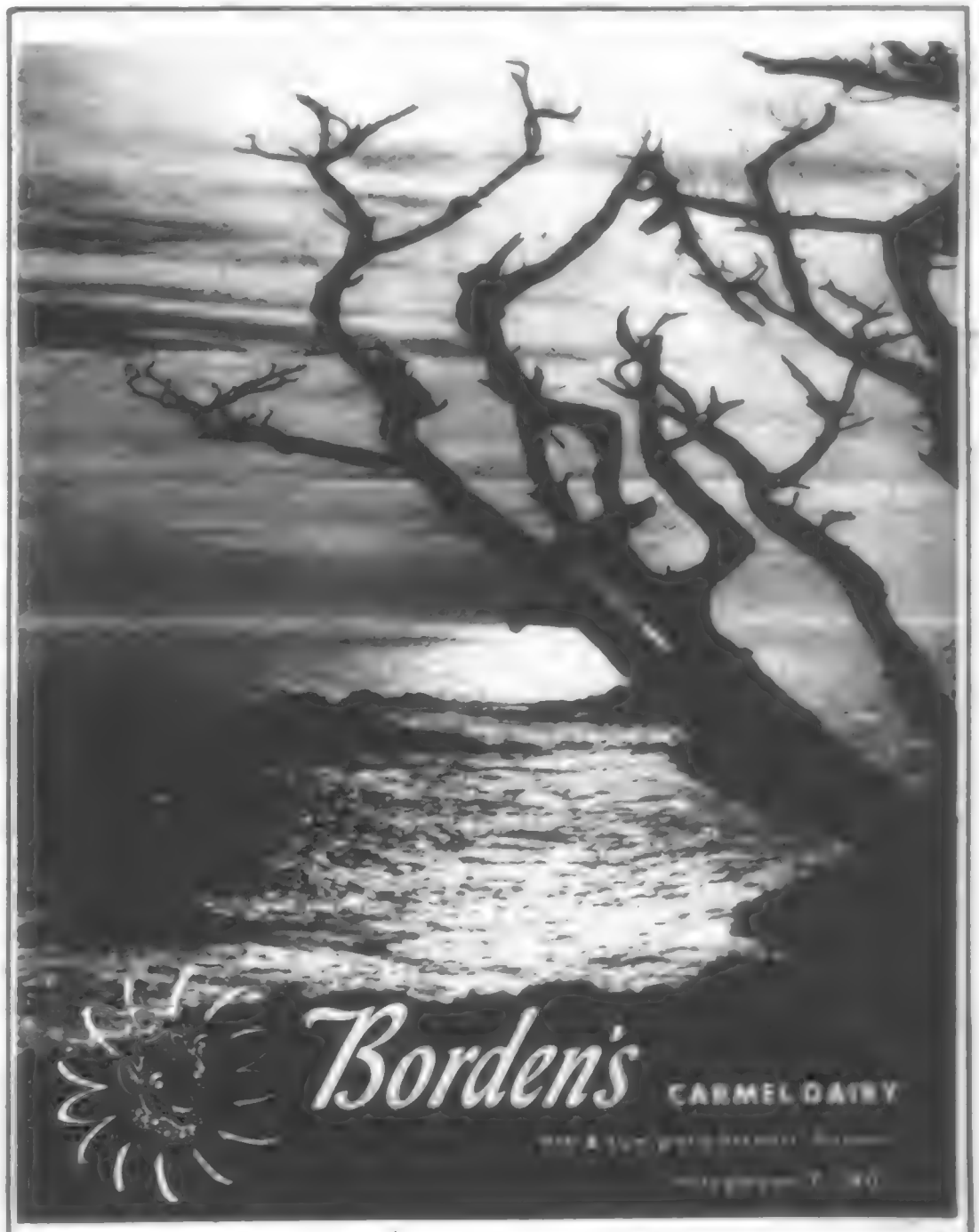


Pebble Beach Home

Owner must sell this lovely Comstock type ranch home. Oodles of bedrooms. Beautiful terrace room with fireplace. Minimum garden and lovely marine view. Includes many appliances, furniture and extras. Asking price $90,000. Owner wants an offer.

GLADYS R. JOHNSTON
realtor

Phone days: 7-3849 Nites: 7-7745 Drawer D, Carmel, California



"I'm at the mission ranch . . . where are you?"

Uniforms
For those who demand the finest in military apparel, our custom tailored work and dress uniforms are world renowned.

Ed. Williams
716 Munras Avenue
at the Casa Munras
Phone 5-4776 Monterey

Cards from SPENCER'S HOUSE OF CARDS

Open SUNDAYS & Holidays
PILOT MARKET
Choice
SHOP AND SAVE
FREE DELIVERY ON THE PENINSULA
Ocean and San Carlos
Carmel



New numbers start with these prefixes:

CARMEL	MAyfair 4
CARMEL VALLEY	OLive 9
MONTEREY	FRontier 2
	FRontier 5

The new numbers will pave the way for eventual direct dialing of your own long distance calls.

for good service after the change, just follow these simple steps

1. Starting Sunday morning, July 15, at 12:01 a.m., please look up the new number in your new directory before you call. You'll be getting your new directory soon.
2. Jot the number down. It helps to have the number in front of you so you won't forget it while you dial.
3. Dial carefully . . . the first two letters and the numeral of the prefix, then the four other figures. For example, to call FRontier 2-0015, dial FR 2 . . . then 0-0-1-5.

Watch for a folder in the mail . . . *which explains the changes in your telephone service. Please read it carefully and keep it near your telephone for quick reference.*

Please Remember...

Numbers also change in Salinas and Castroville. The new numbers will be listed in your new directory.

Pacific Telephone

D. D. Muir, *Manager*

Where to DINE..STAY..SEE..

"Where the unusual and only the best is served"

Los Laureles Lodge



10½ Miles Up

Carmel Valley

Enjoy the excellent Continental Cuisine seved by candle light — and our delightful outdoor luncheon by the pool.

Informal dancing and fun nightly. Leisurely Cocktails in the Tyrolean Room.

Charming Resort Accommodations

Herb and Ollie Brook, your hosts

Phone Los Laureles 9266

I'm at the **mission ranch** where are you?

Wherever you travel in *California* CHOOSE BIG "H" HOTELS

Handlery Hotels of California are renowned for their modern up-to-date hotels; their friendly hospitality, and helpful service.

★ San Francisco
ALEXANDER HAMILTON
O'Farrell St. at Leavenworth
Drive-in Garage

★ STEWART
Downtown on Geary St. at Union Square
Garage Service

HANDLERY HOTELS

FRIENDLY HANDLERY HOTELS

★ Fresno—CALIFORNIAN
Completely air-conditioned Drive-in Garage

★ San Diego
—The EL CORTEZ Hotel
NOW OPEN—The New $2,000,000
Caribbean wing...Drive-in Garage

OTHER HANDLERY HOTELS
SAN FRANCISCO . . . Hotel Don
FRESNO . . . Sequoia Hotel
SAN DIEGO . . . El Cortez Hotel
BAKERSFIELD . . . Hotel El Tejon
MONTEREY . . . Hotel San Carlos
ALAMEDA . . . Hotel Alameda
OAKLAND . . Lake Merritt Hotel
RICHMOND . . . Hotel Don
STOCKTON . . . Hotel Wolf
VALLEJO . . . Casa de Vallejo Hotel
WOODLAND . . . Hotel Woodland
OROVILLE . . . Oroville Inn

---

the StirrupCup

Carmel Valley

telephone Cocktails 9529





GOLDEN BOUGH CIRCLE THEATRE

Casanova Street below 8th Carmel-by-the-Sea

Edward Kuster, Supervising Director

WEEKEND PERFORMANCES THROUGHOUT THE YEAR

FRIDAYS, SATURDAYS and SUNDAYS AT 8.30

The GOLDEN BOUGH PLAYERS organization, functioning continuously for more than thirty years, and surviving two total fires, is now charmingly housed in one of the most complete and best-equipped of arena type theatres.

Dedicated in 1924 to "the cultivation of the dramatic resources of Monterey Peninsula", the fame of the superior productions of this local group has been carried to the far corners of the country.

A decided "must" for the Carmel visitor.



A SCENE from the Golden Bough Circle Players production of "Skylark"

'carmel's oldest music shop



owned and operated by margaret lial
since 1929

carmel • ocean avenue

phone 7-4380

for fine candies

CARMEL'S OLDEST
CANDY SHOP

it's
HANSEL and GRETEL



6th and Lincoln Carmel Telephone 7-3125



Quality -- Fashion -- Friendliness

Women's and Children's

SHOES - HOSIERY - HANDBAGS

Palizzio...Bally of Switzerland...
Johansen...Mademoiselle... Capezio...

Berkshire and Hanes Hosiery

Stride-Rite Shoes for Children

James Rowe's VILLAGE SHOE TREE

OCEAN AVENUE - CARMEL

MARGARET PEASLEY · *Travel Agent*

CARMEL-BY-THE-SEA, CALIFORNIA

RESERVATION REQUEST

DATE: June 12, 1956

HOTEL: Grosvenor House
Park Lane
London

Will you please confirm reservations as follows:

Name of Client:

Arrival Date:

Departure Date:

Type of Accommodation:

Remember, a Travel Agent's service costs you nothing, but saves you time, worry and expense.

We will appreciate an early confirmation, and thank you for your cooperation.

Sincerely,

MARGARET PEASLEY

MEMBER AMERICAN SOCIETY OF TRAVEL AGENTS ASTA

San Carlos near 7th • Post Office Box 845 • Telephone 7-3855

HASTIE

The PALMIST

37 years reading palms on the Monterey Peninsula

Hastie the Palmist

On Dolores near 5th

Carmel - by - the - Sea

The Shop of Lovely Specialties

in Robes...
in Lingerie



The Silver Thimble Lingerie

DOLORES ST NEAR OCEAN AVE CARMEL-BY-THE-SEA.

Camera Craft

Complete Photographic Service

All Major Agencies

- KODAK
- BELL & HOWELL
- LEICA
- ANSCO
- STEREO REALIST
- POLAROID
- BOLEX

Camera repairs in our shop

RENTAL EQUIPMENT



for casual elegance...

washable capeskin
leather jackets
with matching
cashmere skirts

robert John

Ocean Avenue
Pine Inn

CARMEL
by-the-Sea

Court of the Golden Bough

Ocean between Monte Verde and Lincoln

Carmel-by-the-Sea

- CAFE LA RUE
- CANDLES OF CARMEL
- HARRINGTON-BROWN
- HOUSE OF SEVEN SEAS
- JOANNE'S ALTERATIONS
- PAPER BAG
- PERFUME BOTTLE
- STUDIO WEAVERS



Carmel DRIVE-IN Market

LIQUORS **GROCERIES** **PRODUCE**



ZOELLINS (Evelyn & Dick)

MEATS

EDDIE CAPON



- Open daily 8:30 - 6
- Sundays - Holidays 12-6
- Plenty of Parking Space
- Nearest Beach

8th & Dolores
Phone 7-3476

No excess baggage for Lady Macintosh



For unencumbered and carefree travel nothing surpasses the Lady Macintosh weathercoat from England. Taking to showers and sunshine with equal grace, it eliminates toting along several coats. The finer Egyptian-cotton poplin has an ever-flattering silken sheen. Its authentic London tailoring and classic lines seem fashion-right anywhere. $29.95, with separate belt. Matching hats $4.95. In regular and petite sizes.

ROBERT KIRK, Ltd.

SAN FRANCISCO: Nos. 1-37, Post Street
CARMEL: Ocean Avenue and Monte Verde

Wishart's Bakery



Wishart's where Quality reigns Supreme

KNOWN ON THE MONTEREY PENINSULA FOR 28 YEARS

Especially known for Scotch Short Bread, genuine English muffins, fancy breads, and our Lemon Crunch cake.

We ship any of our fine bakery products TO ALL parts of the United States

THE REASON OUR PROUDUCTS ARE SO DELICIOUS---
We Use Strictly Fresh Butter, Milk and Eggs

George A. Wishart — William (Bill) Wishart

IN CARMEL Ocean Ave. near San Carlos St. Phone 7-6250
IN MONTEREY 420 Calle Principal Phone 2-5561

HOME LOANS MADE

on low monthly payment plan
at reasonable rates.

SAVINGS ACCOUNTS

are insured up to $10,000 on each account
by an agency of the federal government.

MAIL ACCOUNTS SOLICITED

CARMEL SAVINGS & LOAN ASSOCIATION

P.O. Box S-1 Tel. Carmel 7-6741

"The home of beautiful weddings"



In our downstairs studio
you will find
exclusive handicraft items
for every occasion.

Different and unusual gifts for those that are hard to buy for....

VISITORS ALWAYS WELCOME

DON MANN FLOWERS

Get your car repaired in Carmel



Registered mechanic on duty
7 days a week

Free Pick-up & Delivery

LEIDIG'S TEXACO SERVICE

Dale B. Leidig, Owner

Corner San Carlos & 7th **Carmel** Phone 7-7027



The finest in Hi-Fidelity recordings

Complete Operas • Symphonies • Concertos • Ballets • Symphonic Poems
Chamber Music • Folk Music • Drama • Jazz (Limited Editions, too)

The finest in Hi-Fi equipment

Featuring TELEFUNKEN • World recognized leader in the production of quality Radios and Phonographs. (Imported from Germany)

NEEDLE SERVICE

A worn needle is dangerous. Check your present needle with our 200 power microscope. (Diamond Needles at sensible prices)

HOURS

Weekdays • Noon to 8 p. m.
Saturday and Sunday • Noon to 6 p. m.

Phone and Mail Orders Accepted
Phone • 8-0343

Music HOUSE



CARMEL-BY-THE-SEA

Gene and Darwin's

"FOOD AT ITS BEST"

(Dolores & 8th -- two blocks south of Ocean Ave.)

OLD FARM BREAKFAST
Served 9 a. m. to 11:30 a. m.

LUNCHEON
11:30 a. m. to 2:30 p. m.

CHOICE STEAKS - ROAST PRIME RIB of BEEF
LOBSTER and our popular **DUCKLING a l'ORANGE**
Dinner Hours: 5 p. m. to 9 p. m.

CATERING TO SPECIAL PARTIES

SUNDAYS and HOLIDAYS OPEN ALL DAY
(CLOSED TUESDAYS ONLY)



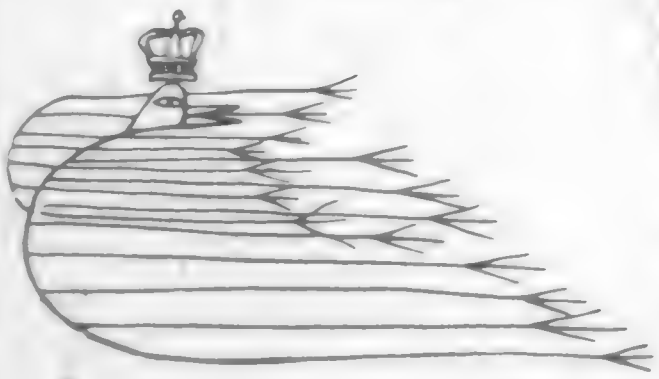
- A FINE PLACE TO EAT
- IN THE HEART OF OLD MONTEREY
- SERVING BREAKFAST, LUNCH AND DINNER
- MONTEREY'S NEWEST AND FINEST — CUSTOM BUILT

El Patio

DRIVE-IN

CORNER FREMONT AND MUNRAS
TELEPHONE 2-3467





NEPENTHE

a restaurant

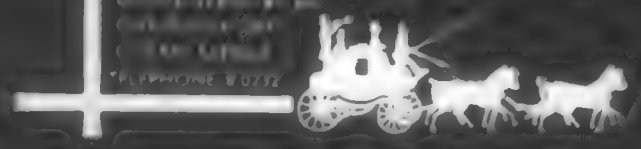
OPEN APRIL 1
TO NOVEMBER 1

Coast Hiway 1 at Big Sur

Tally Ho inn

Carmel's

Distinctive Apartment Hotel



while you're on the Peninsula

VISIT

IN THE HEART OF CARMEL
Whitney's

full course dinners from $2.00 up

5:30 to 10 p.m.

featuring: charcoal broiled steaks, chops, fish . . . and delicious cocktails

OCEAN AVENUE NEAR SAN CARLOS
PHONE 8-0515

30 years in Carmel

THE Village Corner



"Carmel's favorite meeting place -- in the heart of the Village."

●

Relax and enjoy our sidewalk
PATIO
featuring
BUFFET SERVICE

●

COMPLETE FOUNTAIN SERVICE

●

BREAKFAST
LUNCH

SNACKS
COFFEE

●

We make our own delicious
VILLAGE CORNER ICE CREAM

Open 8 a.m. to 10 p.m.

THE TUCK BOX



BREAKFAST, LUNCHEON and TEAS

also a fine selection of
home-made jams and marmalades

on Dolores near Seventh Carmel Phone 7-6365

---

meet me at.....



The House of Imported Beers
32 Brands

for cocktails
from 3:30

dinner from 5

Nationally Known

Ocean Avenue

Carmel 7-4080

Highlands Inn

Carmel, California

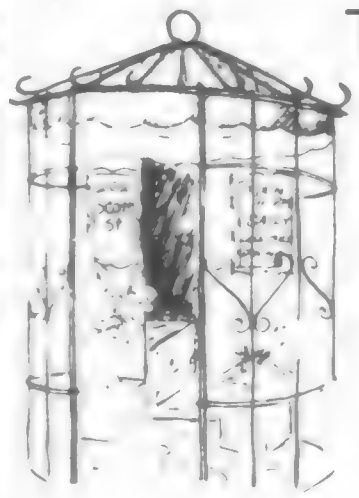


for
- relaxation
- heated swimming pool
- sunset cocktail lounge
- ocean view suites and cottages

Carmel's only ocean front hotel

4 miles south of Carmel on Highway #1

FOR RESERVATIONS CALL:
Los Angeles, Vandike 2937
San Francisco, Twinoaks 3-8424
Carmel, 7-6496



THE **GILDED CAGE**

202 East Scott Street
Phone 2-3337
(After July 15th, dial FRontier 2-3337)

THE FUN SPOT OF COLORFUL MONTEREY
FINEST OF DRINKS
NIGHTLY ENTERTAINMENT

featuring

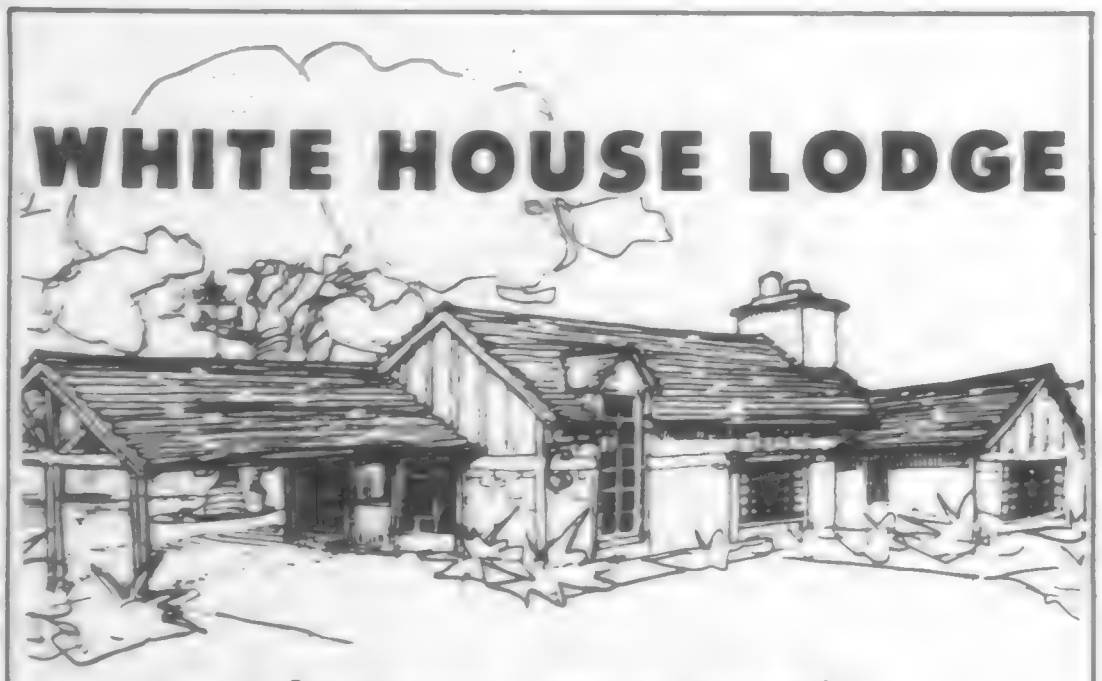
TV-RECORD & TOP NIGHTCLUB ENTERTAINERS

7 NIGHTS WEEKLY
also Sunday Afternoons

Our Mixologist is Famous for Unique Cocktails As You Desire Them

Monterey's Original Piano Bar

WHITE HOUSE LODGE



Come to rest...come to play golf!
It's quiet.



MODERATE RATES

HALF-WAY BETWEEN
MONTEREY and CARMEL
ON HIGHWAY 1

Phone 5-3353

For Reservations write
WHITE HOUSE LODGE
1262 Munras Ave.
Monterey, California

On display is our
SPECIAL HONEYMOON and ANNIVERSARY SUITE

"A Pleasant Place for Pleasant People"

June Simpson

Our luncheons are delicious...our dinners delightful and different

LUNCHEON 11:30 to 2:30
DINNER . . 5:30 to 8:30
Closed Sundays



Carmel-by-the-Sea

Lincoln btwn 3rd and 4th Phone 7-4821

Hob Nob

is pleased to announce that

Corneles Van Peski

formerly of the Del Monte Lodge culinary staff
is now associated with The Hob Nob as
Manager and Chef



Complete Breakfasts
Lunches and Tea

8:00 a.m. 'til 4:30 p.m.



FEATURING NOW:
Chef Van Peski's
gourmet soups
Danish Dumpling Soup
Special Split Pea Soup
Vermicelli Soup
and home-made cakes, pies
and pastries

Guests say:
"CARMEL'S BEST FOOD"

Corner Dolores and Seventh
Carmel, California



Dinner *Dancing*

makes

Saturday Night

the gayest night of the week
on the Monterey Peninsula

Dinner to please a gourmet's palate, sumptuously served. 7 to 10 P.M.

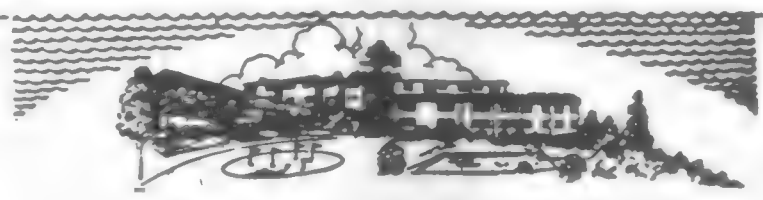
Music that sets the mood for dancing, sweet and rhythmic. 'Til 12:30 A.M.

Telephone 7-3811 for Reservations

Gate fee refunded with all meals in dining room

Del Monte Lodge

PEBBLE BEACH



CATERING EVENTS

If you are planning an extra special party or wedding reception, perhaps a small informal luncheon or dinner, you and your guests will thoroughly enjoy our

- TERRACE DINING ROOM -- over-looking the blue Pacific -- where dining is truly a memorable experience.
- BUFFET DINNERS -- Sunday nights from 6:00 until 8:30 p.m. in the Terrace Dining Room.

  Luncheon from 12 to 2
  Dinner from 6:30 to 8:30 p.m.
- LANAI ROOM -- Serving the finest alcoholic beverages -- anywhere. South Sea Island rum concoctions a specialty.

Whatever your catering needs may be, you can be sure of having tops in fine foods as prepared by one of America's outstanding Chefs.

ASHTON A. STANLEY
Managing Lessee

R. Theodore Ahlstedt
Resident Manager

Phone 7-4471

LA PLAYA
HOTEL
CARMEL-BY-THE-SEA • CALIFORNIA



The Village Inn

A new Post Adobe motor lodge in the heart of Carmel. Designed in keeping with the charm of the village and provincially furnished to please the most discriminating guest.

- All rooms with tub and shower, room phones.
- Off-street parking for your car and a spacious lobby for your reading and lounging.

—Write for Folder—
PHONE 7-3864
OCEAN & JUNIPERO - BOX 3608
CARMEL-BY-THE-SEA

where bright people moviego

Golden Bough

June 1 thru 7

BRITISH-MADE and WONDERFUL!



June 8 thru 14

The dead-level Flying Saucer film

Unidentified Flying Objects

June 15 thru 21



June 22 thru 28

Another "Genevieve"

TOUCH AND GO

Hill Theatre

OPENS TUES. JUNE 5

"It tops 'Rear Window'!" --N. Y. TIMES

"THE SEASON'S BEST...THRILLER!" —Look Magazine

PARAMOUNT PRESENTS
JAMES STEWART
DORIS DAY
ALFRED HITCHCOCK'S



THE MAN WHO KNEW TOO MUCH

Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
Based on a Story by Charles Bennett and D. B. Wyndham-Lewis

COLOR by TECHNICOLOR
VISTAVISION

SEND THE SPECTATOR-JOURNAL instead of a postcard

5 cents mails The SPECTATOR anywhere in the United States

Summer Stock

at California's Famous Playhouse-on-the-Sea

WHARF THEATRE

#11 Fisherman's Wharf, Monterey

"The Rainmaker"

Thurs., Fri., Sat. through June 23

"Tea and Sympathy"

Mon., Tues., Wed. from June 18 - July 18

"Bus Stop"

Thurs., Fri., Sat. from June 28 - July 28

All seats $1.80, tax included
Reserve by telephone Phone 2-4349
pick up at curtain time

CASA MUNRAS

Offers a New Experience



Candlelight dining in the Monterey Room

Newest on the Peninsula

Dinners from 1.75

Dancing Nitely

Hotel - Cottages - Heated Pool

Munras at Fremont - Monterey 55155

Hospitality is YOURS at

Rocky Point Lodge

13 Miles South of Carmel on Highway #1
Call Rocky Point #1

Closed Tuesday & Wednesday

Salinas' Smartest Restaurant



PUB'S PRIME RIB

COCKTAILS OF COURSE

227 Monterey St.
Salinas

GOLDEN BOUGH
Circle Theatre

Casanova bet. 8th & 9th

Weekends

Fri.Sat.Sun.

at 8:30

The Happy Time

By Samuel Taylor

The Golden Bough Players, directed by Charlotte Perry

"Tender, gallant and funny" —Brooks Atkinson in N. Y. Times

A spectacular Broadway hit that ran for 614 performances.

Tickets $1.50 plus tax, daily at Browse Around Music Shop (7-4125) and from 3 p. m. Friday, Saturday, Sunday at Theatre Box Office (8-0669)

Mark Thomas **Hearthstone**
Carmel-by-the-Sea

PROVINCIAL AND MODERN INTERWOVEN TO CREATE A HEARTY, WARM, HAPPY PLACE TO DINE FOR THE VISITOR, THE NATIVE OR JUST PLAIN HUNGRY.

2 BLOCKS FROM BEACH & BUSINESS DISTRICT



Living Room. Dining Room. Tile Kitchen. 2 Bedrooms, 2 Baths. One large dressing room convertible to bedroom. Garage. Exquisitely landscaped. Unobstructed marine view of Point Lobos.

CARMEL REALTY CO.

Corum Jackson
Associates:
James C. Dould
Donald Clampett
Res. Phone 7-3137

Established 1913
Phone 7-6485

Former Post Office Building
Dolores and Sixth
Carmel-by-the-Sea

I. Miller

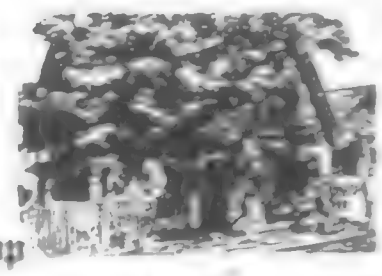


Classic Summer Spectator
...always correct...
always flattering

IN STOCK
At Miller's Guild Shop
...headquarters for
I. Miller and Millerkins

22.95

Blue and White
Brown and White



Miller's Guild Shop
Carmel-by-the-Sea Dolores south of Ocean

ARE YOUR

INSURANCE POLICIES



HUMAN?

There has never been an insurance policy yet that could answer the telephone.....or write letters.....help with claims, watch renewal dates or recommend other insurance policies.....
Yet George L. does all these things and more.....to give you proper and thorough protection at the proper price. He keeps your insurance program up to date.... eliminates coverage when you no longer need it.....recommends additional coverage when new needs arise... RELAX and take it easy!.....use George L.'s brains and experience to make your insurance policy more than a document! Whether tenant or home owner he has a package policy tailored for you!.....

George L. Tomlinson
INSURANCE BROKER
WORLD-WIDE SERVICE
CABLE ADDRESS "GEORGEL"
LAS TIENDAS BLDG.

TEL. 7-6456

Panoramic View of Valley, Hills and Sea



Beautiful Four Bedroom House

Large living room with windows on three sides. Modern kitchen with many innovations. Lanai-dining room opening into patio. Large master bedroom with picture windows, each bedroom has adjoining bath. Many closets. Large service room with storage. Shake roof, wonderfully well built, landscaped, with well established planting. Black top driveway. Two-car garage. Excellent central heating. This delightful home is to be sold beautifully furnished. Shown by appointment. Price: $47,500.00

MELLIE EMERSON, Realtor

In the MILLARD BUILDING 6th & Dolores Carmel
Telephones 8-0072 and 8-0035

Best Bets for Dining, Wining and Dancing . . .

CASA MUNRAS: Dancing nightly, complimentary [illegible] in the Mediterranean lounge. Fine plate dinners, by candle light. The Hotel and cottage accommodations in the middle of old Monterey.

CADEMARTORI'S: Internationally famous Italian Restaurant on Salinas-Monterey Highway. Dinner 5:00 til 10:30. Superb Italian and American cuisine. Fine cellar drinks and capuccino at the bar. Closed Mondays and Tuesdays.

LA PLAYA HOTEL: Home of the famous Lanai Room, serving South Sea Island cocktails, mixed according to their original recipes. Regular beverage service is also always available. The main dining room, serving breakfast, lunch and dinner, overlooks beautiful Carmel Bay. Special catering to groups. Phone 7-6476.

BAMBOO GARDENS: Where you will find exotic Chinese dishes at tables situated around an enclosed pool and garden. Fremont Extension just past the Salinas Highway junction.

CERRITO'S: Fine food and drink. Barbecued fish a specialty. Business men's lunches. Private rooms for parties. On Fremont near the Navy School. Phone 2-4559. Also **CERRITO'S** on the Wharf. Fresh Monterey seafood cooked in the New Orleans manner. A delightful experience. Phone 5-6218.

LOVER'S POINT INN: A drive-in and restaurant at the foot of 17th at Ocean View, Pacific Grove, where you eat those delicious Filet Mignon steaks. We also specialize in sea food. Dining room open from 8 A. M. 'til Midnight, daily. Drive-in open from Noon 'til 8 P. M. daily.

REDWOOD GARDENS: The only place in the Monterey Bay area presenting top vaudeville acts and floor shows. Dinner dancing by candlelight to the music of Mills Hoffman at the Hammond organ and the orchestra, in a charming old redwood bark atmosphere of a garden. Dinner 6 P.M. 'til 2 A.M. Closed Mondays. One mile from Salinas on road to Monterey.

DEL MONTE LODGE: Pebble Beach Terrace dining room overlooking Carmel Bay and Pebble Beach Golf Course open daily. Tap room depicts local golf history. Dinner dancing every Saturday. Telephone 7-3811 for reservations.

BARRETO'S: Famous Mexican restaurant. Cocktail lounge. Pre-war prices. Closed on Mondays. Abrego and Fremont, Mtry.

THE HEARTHSTONE: On Ocean Ave., Carmel. "Where the fireplace glows on the street" and superb French dinners are done as they should be, at reasonable prices. Open charcoal grill, intimate atmosphere, cheese and wine of the best. Bar opens at 5 P.M. Mark Thomas is your host.

PINE INN GARDEN RESTAURANT: On Ocean Avenue. Luncheon indoors during winter season. Dinners nightly with popular special buffets Wednesday and Thursday evenings. The cocktail lounge is one of Carmel's favorite gathering places.



46 complete departments

From tires

to sunglasses...

EVERYTHING FOR VACATIONS AT HOLMAN'S!



You may shop so easily for everything you need for vacation... all under one big roof at Holman's. From sleeping bags for your camping trip -- to a frothy dinner gown for the Captain's dinner -- everything's waiting at Holman's to make your holiday the happiest you ever had!

Since 1891 -- the Monterey Peninsula's Shopping Center



WHAT'S DOING

D. D. Muir, Manager Monterey Peninsula Exchange



SALINAS MANAGER Perry Henderson with George Holm,

What makes a company a good citizen?

We, at the Telephone Company, often ask ourselves what makes a good citizen because both as men and women and as a Company we want to be the best citizens we can. A good citizen pays taxes, of course. And, naturally the Telephone Company does this, paying property taxes of $360,061 last year in this county alone. As you know, this money comes from the telephone bills you pay. And the tax dollars we pay are dollars that contribute a substantial amount to good government in the community. But we believe it's not enough just to be a taxpayer. So we try to do our part in the community in other ways. We think it is important to take part in the activities of the Community Chest, the Red Cross, the Boy and Girl Scouts and other community affairs. Fact is, we believe the ways of being a good citizen are unlimited and we're anxious to do our part.

* * * * *

Wish them well—by long distance



A wedding is one of the most important events in their lives. And a long distance call, wishing them well as they step out together, will make them feel extra good. For occasions like this or when you just want to take a few minutes to say hello to someone special, long distance is the warm and close way. Why not look in your directory and see how very little it costs to call someone very dear to you.

* * * * *

Did you know

That your Pacific Telephone and Telegraph Company of Monterey have movies for free, for our schools, civic groups, and business organizations? Yes, we have many different and wonderfully educational films for the young as well as the old. These films are produced and directed by our country's greatest directors.



For a large part they were produced for children of all school ages. Many historical and geographical events will take placd right before your very eyes. And, if requested, we will be glad to send one of our representatives to help and give demonstrations on new and truly unique devices that the telephone company has to offer to the public.

Just call your local Pacific Telephone and Telegraph Company business office for further information and complete listings of the films that are available.

Pictured is George F. Vaughan, outside representative for the Pacific Telephone and Telegraph Company of Monterey.



The end of your search for fine maple, where you will find the quality that is destined to become the heirlooms of tomorrow.

FREE PARKING

Brewer's

Distinctive **MAPLE** Furniture

BUDGET TERMS CONVENIENTLY ARRANGED

Phone 28117

- VALLEY CENTER -

847 South Main St.

SALINAS

QUALITY SUITS

for quality men--
quality clothes

Mac Lean

come in
and see



BY KUPPENHEIMER

SUITS
COATS
SLACKS

MACLEAN

SHIRTS
SOX
ACCESSORIES

MEN'S WEAR

378 Alvarado Street Monterey Telephone 5-5383

MORE FUN THAN A CIRCUS!

A TRIP TO TOY TOWN



DOLLS
GAMES
HOBBIES
TRAINS
VELOCIPEDES
GYM SETS
MODELS
CRAFT KITS
WADING POOLS



TOY TOWN

"Monterey's Complete Toy Store"

Open 9:30 to 6
Thurs., til 9

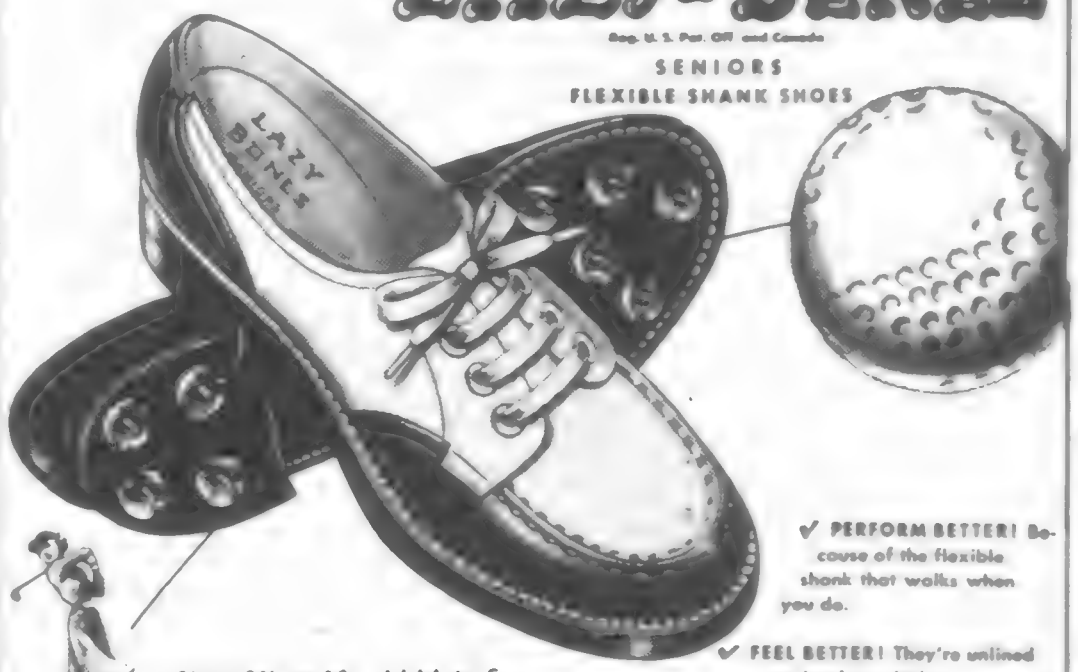
2116 Fremont

EASY PARKING

You'll Play Golf Like a "PRO" in Golf-abouts by

LAZY-BONES

SENIORS
FLEXIBLE SHANK SHOES



Sizes 3½ to 10. AAAA to C.

$9.95

✔ **PERFORM BETTER!** Because of the flexible shank that walks when you do.

✔ **FEEL BETTER!** They're unlined ... won't rub or pinch.

✔ **LOOK BETTER!** Handsome brown and white casuals that go to town ... when you remove the replaceable spikes.

✔ **WEAR BETTER!** Genuine Goodyear welts ... durable construction throughout!

They're
Swell Shoes for "Tired Dogs"

WE GIVE S & H GREEN STAMPS

Holman's
Monterey Bootery

409 Alvarado — Monterey

USE YOUR HOLMAN CHARGE ACCOUNT

SPECTATOR-JOURNAL
BOOK LOOKS -- by John F. Allen

"Savrola" has savvy -- "Your Own Beloved Sons", Korean War epic

One wonders what sort of dreams the handsome young subaltern dreamed, stationed there in India in the late 1890's with the Queen's Own Hussars and potting away at—of all things—a novel. Did he dream of a literary career? Or a military life, or a political destiny? Whatever they were, one may be sure they were dreams of grandeur. For this young subaltern was Winston Spencer Churchill, working at his first and only novel, SAVROLA. That novel was first published in Macmillan's Magazine in 1897 and then as a book in 1900—the year Churchill deserted the military life for the political (if it can be said he ever truly did) and went first to Parliament.

Now "Savrola" has been reissued by Random House (at $3.50), and a delight it is to read. Though I must confess that a very great part of the charm of the book lies in knowing who its author is, and I think it likely that a turn-of-the-century critic might have been well within his rights to advise Novelist Churchill to try another career. The young man himself—aware that



John F. Allen, one of the top writers on the San Francisco Examiner staff, is a former West Coast editor of Time Magazine. He reviews books exclusively for this publication.

Britons look with suspicion upon literate soldiers—showed a most un-Churchillian modesty in his preface: ". . . I now submit (this book) with considerable trepidation to the judgement or clemency of the public."

The story that he later attempted to buy up all outstanding copies and destroy them is probably apocryphal. Nevertheless, Sir Winston had to reach a considerable eminence before he would freely admit to this youthful indiscretion, and even now he appears somewhat apologetic when he says in a new foreword, referring back to the preface remark quoted above:

"The intervening fifty-five years have somewhat dulled though certainly not changed my sentiments on this point."

The story concerns a revolution in the Graustarkian-like land of Laurania, and the revolution's leader, Savrola, truly a hero 'sans peur et sans reproche.' There is a great deal of gore, of fighting in the streets, of pure love and black villainy. And there is, I'm afraid, a great deal of naive and stilted writing. Though it must not be denied that the young Churchill at times shows an embryonic development of that magnificent ability to manipulate the English language which surely is one of Sir Winston's happier faculties. Nor—in the midst of all this really rather ridiculous romance—is the young man always able to resist the cynical remark and the epigram: to wit: " . . . he had joined in a discussion, one of those half-cynical, half serious discussions which are characteristic of an age which inquires because it doubts and doubts the more because it had inquired." One thinks: how modern and how Shavian.

There would also seem to be in the book a prophecy of things to come. Savrola's side beats down Laurania's dictatorship, but in doing so Savrola and his immediate followers—moderate men all—lose out to the radical wing of their own side. Certainly Churchill has lived to see that happen more than once.

As I've said, I think you'll enjoy this, read—as it must be—with your mind on its author who here adds another facet to one of the really great careers of this or any other age.

I think it highly unlikely that any critic is going to suggest that Novelist Thomas Anderson shift to another career. His first book, YOUR OWN BELOVED SONS (Random House, $3.50), is superb. I don't know when I've been so taken with style and story. Mr. Anderson is not quite 27, yet he has given us here certainly the best novel to come out of the Korean War, perhaps the best out of any modern war. Mr. Anderson, although born in New Jersey, spent his childhood in Denmark and learned English only as a classroom chore. It sometimes happens that an author whose English is thus acquired as a second tongue handles it with a care and precision lacking in many born to the language. This was certainly so of Joseph Conrad, who knew no English until he was 20, and it seems so of Mr. Anderson.

We are led to believe by the book's dust jacket that Mr. Anderson is here writing in great part about his own experiences as an American soldier in Korea, and that is probably so. But it would be a grave mistake to consider this merely a documentary record.

This is the story of a patrol, sent out in jeeps to find a means of escape for an American Army unit surrounded by Chinese troops. But, more than this, it is the story of Sergeant Stanley and his men. Stanley, the enigma, who is the best man the company has, who invariably gets all the dirty assignments, who is going home on rotation, but insists on leading this last-hope patrol. Sergeant Stanley, to the disgust of his fellow non-coms, takes with him—as he always has—a squad of misfits: weaklings, malingerers, fools and trouble-makers (though for this last the author quite properly uses an earthier word).

Why does Stanley play mother to the company's misfits? This you'll have to decide for yourself. Mr. Anderson does not say; Stanley is a strong physical embodiment but remains emotionally and intellectually a shadowy symbol throughout the book. And this fact, surprisingly enough, is the novel's great power, Mr. Anderson's great skill. It is right that we should be told no more of Stanley than to the members of his squad, right that we should be forbidden to look into his mind and heart. Because this is not the story of Sergeant Stanley, but the story of how his men reacted to him. He is loved and hated but never ignored, and under his leadership boys become men, and men fail and die. This in any setting would be a brilliant psychological study. The fact that it is laid in the bitter winter hills of Korea adds, of course, to its drama. But this is the setting, not the story; the backdrop, not the guts of it.

And it is greatly to Mr. Anderson's credit that, while the battle scenes are magnificently conceived, they are not used for themselves alone, but only as means of making the members of Sergeant Stanley's squad come alive—and die. All in all, I'm constrained to label this a great novel and Mr. Anderson a writer of really exceptional performance and promise.

Short and mostly sour:

THE LADY AND HER DOCTOR (Harper, $3.50), by Evelyn Piper, is a weird concotion, which I suppose should be labeled a psychological murder mystery. It's badly written; the story is tripe; the characters are paper-thin and never believable. In fact, the whole thing is a dreary mess. Don't.

IMPERIAL WOMAN (John Day) is Pearl Buck's latest, a long and colorful historical novel about Tzu Hsi, the last empress of China. I'm not a Pearl Buck fan, and I find her writing here, as elsewhere, over-blown and annoyingly coy. Nevertheless, this is a fascinating story, imaginatively told. Don't let my prejudice influence you if you like Pearl Buck and the color of the Manchu court. You'll get plenty of both.

THE BIG LIE (Crowell, $43), by John Baker White, is advertised as the story of Britain's psychological warfare during World War II. One would think it would be very nearly impossible to make such a story dull. Mr. White, despite the fact that he was deep in it himself, succeeds.

HEAVEN AND HELL (Harper, $2) is a continuation of Aldous Huxley's love affair with mysticism and drug-induced visions and dreams, begun in his "The Doors of Perception." I blush for Mr. Huxley, particularly as he is among my favorite novelists. He should stick to fiction—or even fact.

Uniforms
For those who demand the finest in military apparel, our custom tailored work and dress uniforms are world renowned.

Ed. Williams
716 Munras Avenue
at the Casa Munras
Phone 5-4776 Monterey

Send the
SPECTATOR-JOURNAL
instead of a Post Card

Clips
from
SPENCER'S
HOUSE OF CARDS

Pacific Grove Realty Co.

Established 1908
Licensed Real Estate Broker
REALTOR IINSURANCE

553 LIGHTHOUSE AVENUE
Phone 2-3988

P. A. McCREERY
INSURANCE

DOES YOUR INSURANCE REALLY COVER YOUR VALUES?

Ocean near Sixth

Telephones:
Business: 7-3541
Residence: 7-3554



I ALWAYS LOOK FOR THE SIGN OF CERTIFIED CLEANING.

CERTIFIED DRYCLEANING

We Call and Deliver

Carmel Cleaners

Dolores & Ocean
7-6447

Real Estate
for
WATERFRONT
HOMES and BUILDING SITES
by
Rose D. Ulman
Virginia Nielson

COOL
AS
MINT



...the most comfortable summer you've ever spent is yours, with a room air conditioner!

Refreshing, cool comfort...quiet and free from drafts. This is easy summertime living, with refrigerated room air conditioning in your home. Here at last is the way to relax, sleep, entertain, without heat *or* humidity. And today's room air conditioners even take pollen and dust out of the room. Modern room air conditioners cost less than most people think—and with P. G. and E.'s low rates for electricity, they're inexpensive to operate. See your appliance dealer now, about your new room air conditioner.

Electricity is cheap in California!

P·G and E·
Pacific Gas and Electric Company

605-E-555

For the Finest
in Furniture



Anthony Petti
FURNITURE
SALINAS, CALIFORNIA



1121 NORTH MAIN STREET • TELEPHONE 5593

TRADE IN your old PIANO
ON A LOVELY NEW
Story & Clark



As exclusive dealers for Story & Clark pianos in this area, we are proud to offer you *amazing* trade-in allowances on these glorious modern instruments. Be sure to consult us before you buy!

For names you can trust

Wurlitzer
Story & Clark
Kimball
Bosendorfer
Hobert M. Cable
Spinet & Grand Pianos
Wurlitzer, Minshall Organs

ABINANTE
MUSIC STORE
625 ALVARADO STREET • TELEPHONE 2-5893
MONTEREY, CALIFORNIA
Pianos and Organs for Rent

Typical Reactions... # 3

Ulcer Marxwell* says ---

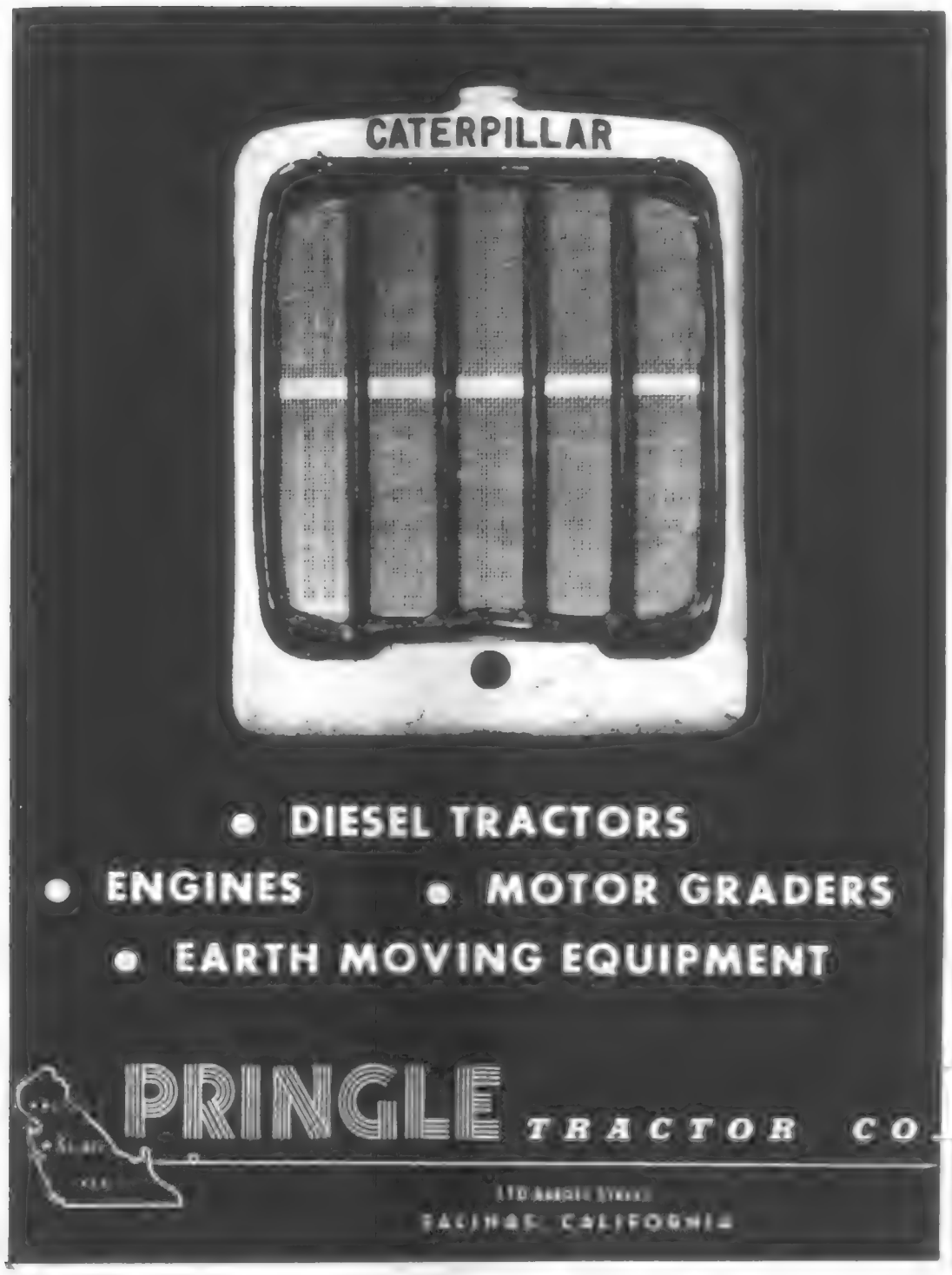


"Society is such a bore - my hideaway is the only place I can enjoy Channel 8."

*noted Society Matron

Hiding away is one way to watch KSBW-TV, but it really is more fun to enjoy the fine viewing with friends. New programs are on Channel 8, such as, FURY every Saturday at 4:30 p.m. GLAMOUR GIRL every day at 3:30. On Saturday, June 2, you'll see A BELL FOR ADANO on the FORD STAR JUBILEE at 6:30. Drop in and watch, won't you?

KSBW-TV
Salinas Monterey
Channel
8
CBS NBC ABC



Your Friendly Family Store
For Complete

ONE-STOP SHOPPING

SEARS
Valley Center
SALINAS

Vitally interested in the future growth and prosperity of Monterey County, Sears Valley Center is proud of the record of it's service to the people of this area. It is our firm intention to continue to serve our shopping area with fine merchandise, fast, efficient service and friendly courtesy.

"SHOP AT SEARS AND SAVE!"

"Satisfaction guaranteed or your money back" SEARS Phone 7355
Shop Mon. & Fri. 'til 9

NOW OPEN

CYPRESS MOTORS

Successor to Bennett Motors

724 Abrego at Fremont

Telephone 5-4196

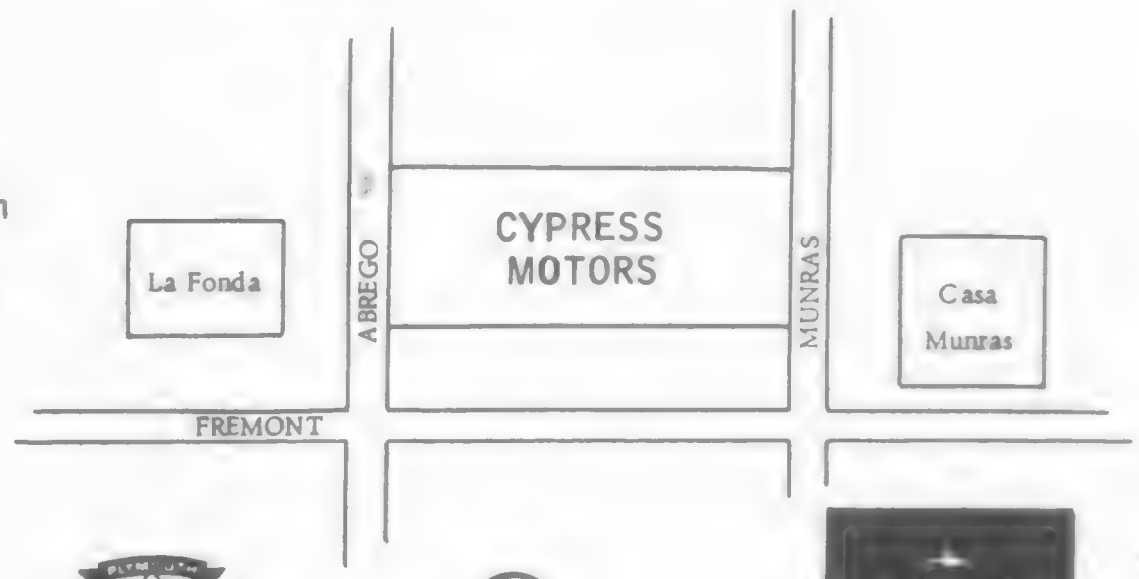
SALES and SERVICE

- CHRYSLER
- PLYMOUTH

Exclusive

- IMPERIAL
- MERCEDES
- ALPHA ROMEO

...Stop by and... get acquainted with JESS BOUST General Manager



Counsel in Solitude



Photography -- Wynn Bullock

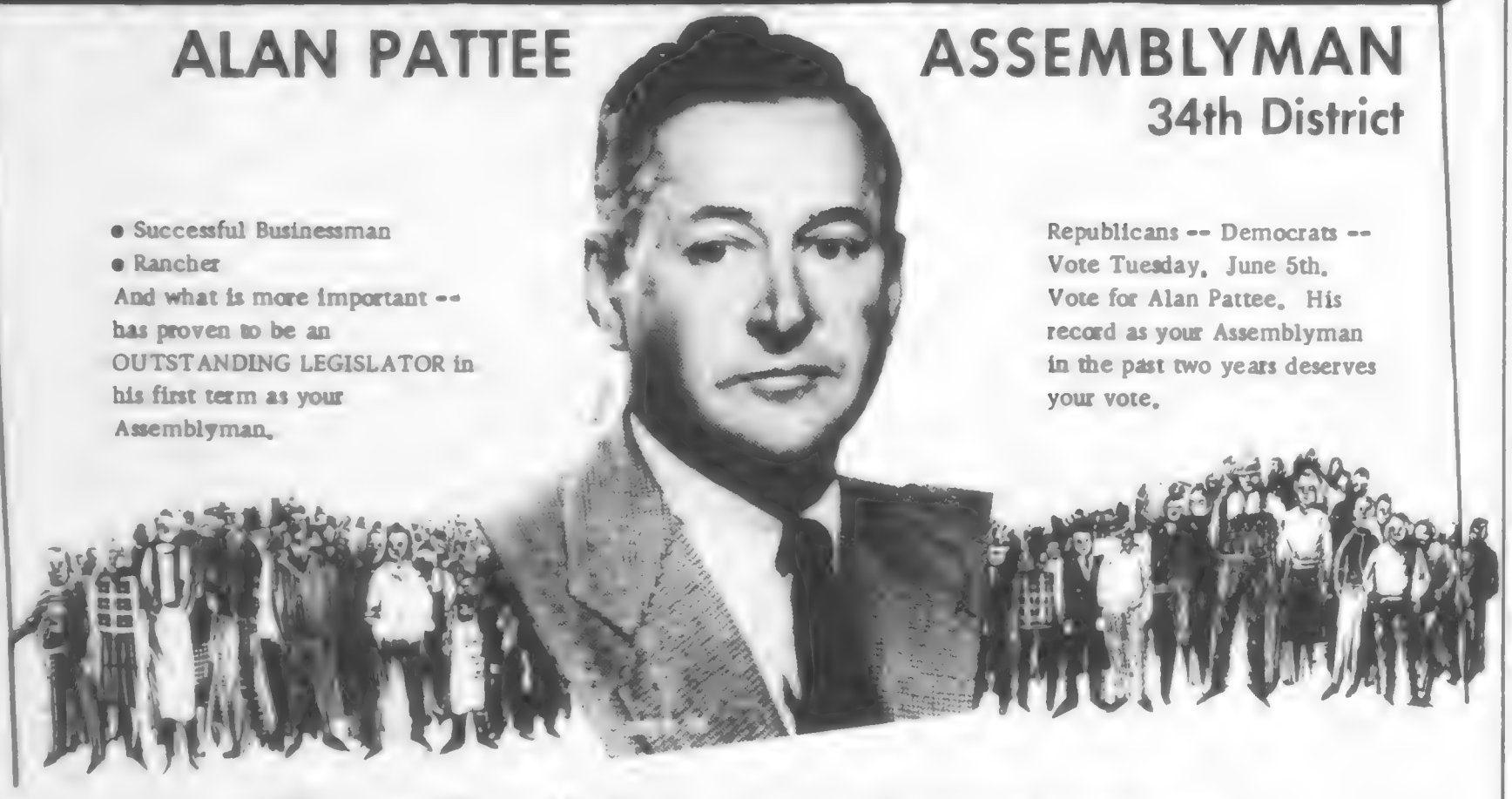
Poetry -- Eric Barker

Praise deserts, not hermits;
Mountains, not dwellers in caves;
Not hawks, but the flowing sky;
Solitude itself, not those who inhabit it.
So counsels my heart, telling my days away.
Make room for compassion in your vulnerable house,
But do not praise mortality in the bone.
O pity all the pitiful white bones
In the long funerals of the sea;
The deer and the lion
That die on the mountain side;
The birds that fall from the sky.
But for monuments to praise
Look beyond the gray mirror of your eyes
To those who knew you not
And will not know you soon.
Walk for your words in the shadows
Of mountains, beside the flowing waters,
Under the flowing sky.



"A MAN TO FOLLOW"

ALAN PATTEE — ASSEMBLYMAN
34th District



- Successful Businessman
- Rancher

And what is more important -- has proven to be an OUTSTANDING LEGISLATOR in his first term as your Assemblyman.

Republicans -- Democrats -- Vote Tuesday, June 5th. Vote for Alan Pattee. His record as your Assemblyman in the past two years deserves your vote.

Vote June 5th for Alan Pattee. Re-elect Pattee for Assemblyman.

Citizens Committee for Re-election of Alan Pattee, Assemblyman,
Joe Fratessa, Chairman, Carmel Martin, Co-Chairman

Real Good Sports!



removable spikes

red lug sole

Blue & white..Red & white..
Brown & white... All Tan

LAZY-BONES

REG. U. S. PAT. OFF. AND CANADA

SENIORS

"Golf-abouts"

Lazy-Bones shoes have so much on the ball!... unlined softness, wonderful fit, classic styling.

Removable Spike Styles
Sizes 4 to 11, AAA to C

9.95

Lug Sole Style
Sizes 4 to 10, AAA to C

7.95

GENUINE GOODYEAR WELTS

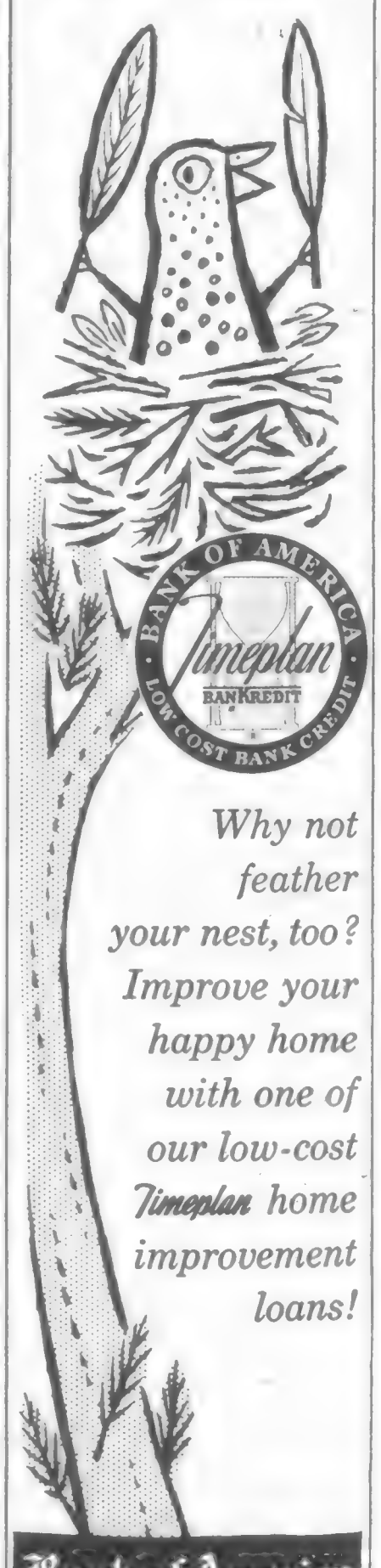
WHO SELLS THOSE SOFT...COOL...COMFY LAZY-BONES SHOES?

DALEY'S Bootery

230 MAIN STREET
SALINAS, CALIFORNIA

WANTED: Reliable party to service a route of CIGARETTE machines. No selling or soliciting. Route established for operator. Full or part time. Up to $200 per month to start. $800 to $1500 cash required, which is secured. Please don't waste our time unless you can secure necessary capital and are sincerely interested to eventually operate a $20,000 annual net business. Give full particulars, phone. Write P. O. Box 7209, Camden Station Minneapolis, Minnesota for information and interview.

Why not?



Why not feather your nest, too? Improve your happy home with one of our low-cost Timeplan home improvement loans!

Bank of America
NATIONAL SAVINGS ASSOCIATION

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Always something new in fabrics"

FASHION FABRICS

for

SUMMER



Many new
Miracle Fabrics
now in stock

Phone 5-5963

727 Park Ave. at Fremont Seaside

Spectator's

GUIDE

to

Monterey

County

50 Cents

The Peninsula's Complete Tobacco Shop



PIPES...TOBACCO, DOMESTIC & IMPORTED

also repairs

413 ALVARADO ST.
MONTEREY
PHONE 2-3370

HELLAM
TOBACCO SHOP

HARVEY BERKUIST

TELEPHONE 22806
268 MAIN STREET • SALINAS, CALIFORNIA



For Graduation

"Finest Exclusive Store for Boys from San Francisco to Los Angeles"

Featuring JR. CADET, STUDENT and HUSKY sizes

4-12 12-20 33-40 12-20

- ROUGH RIDER Cords and Slacks
- ARROW Dress and Sport Shirts
- McGREGOR Shirts and Jackets
- ROBERT BRUCE Knit Wear
- COOPER's Shirts and Shorts
- INTERWOVEN Hosiery
- LEVI STRAUS Jeans and Western Wear
- TWIGS & CHIPS Suits and Jackets
- A.I. PEGGERS

ORIGINAL
by
Michael Terre

WHEEL
OF
FORTUNE

Jewelry by Hobe

Dresses by
Dorothy O'Hara
Don Loper
Marjorie Montgomery
Madeleine Fauth
Ann Fogarty

Suits by
Mooredale
Roth Le Cover
Harrod
Don Loper

Coats by
Malwin
Don Loper



Bartlett's

TELEPHONE 7177 • 224 MAIN STREET
SALINAS CALIFORNIA



For Men Only

Is your family properly insured?

Consult

Chester V. Lewis

Telephone 7-7484

Office - PATTERSON BLDG., 6th & Dolores, CARMEL

P.O. Box 2231

Send the *SPECTATOR-JOURNAL* instead of a Post Card

"I'm at the **mission ranch** where are you?"

Helen Matney

SUPPLIES FOR

Italian Mosiacs

Ceramics

Enameling

Mosiac Class Friday Evenings

CARMEL

San Carlos between 5th & 6th

Phone 7-7455

Graham Music Company

The Beautiful in Music

HAMMOND ORGANS all models

PIANOS MASON & HAMLIN • WM. KNABE • FISCHER • GULBRANSEN

The finest in Hi-Fidelity Equipment

"FISHER"

A COMPLETE STOCK OF SHEET MUSIC AND RECORDS

carmel

Phone 7 4390 P.O. Box 791

Worthwhile Reading . . .

. . . for your whole family in the world-famous pages of The Christian Science Monitor. Enjoy Erwin D. Canham's newest stories, penetrating national and international news coverage, how-to-do features, home-making ideas. Every issue brings you helpful easy-to-read articles.

You can get this international daily newspaper from Boston by mail, without extra charge. Use the coupon below to start your subscription.

The Christian Science Monitor
One, Norway Street
Boston 15, Mass., U. S. A.

Please send the Monitor to me for period checked.

1 year $16 ☐ 6 months $8 ☐ 3 months $4 ☐

(name)

(address)

(city) (zone) (state)

SEARS CATALOG SALES OFFICE

Everything . . .

for a fun-filled summer

Outdoor furniture, barbeque and picnic supplies, aquatic and camping equipment, in fact everything you could wish for at prices you'll like -- in our

New Outdoor Catalog

See it at...

SEARS MONTEREY

Catalog Sales Office

Store hours: 9:30 to 5:30 - Thurs. 'til 9 p.m.

511 Tyler St., Monterey Phone 2-8021



"THEY LEARN TO POINT IN A HURRY"

And here's a point about your water system you might like to know.

The water system which serves you is a private enterprise operating without subsidy, paying taxes rather than collecting them for support. It pays its own way right done the line and to succeed must give good service and operate efficiently.

In contrast the taxpayers in the areas covered by the Metropolitan Water District of Southern California paid $230,059,290 between the years 1929 and 1954 to help support the water system which serves them. There are no hidden costs in this system that must be subsidized by taxpayers.

Have you seen the graphic relief map of your water system at 481 Tyler Street, in Monterey?

California Water & Telephone Company



ONLY THE FINEST TV and HI-FI

RCA Victor...Zenith...TV

Custom-built HI-FI

Visit our new...modern TV SERVICE SHOP

43 W. Alisal St. Ph. 29116

SALINAS

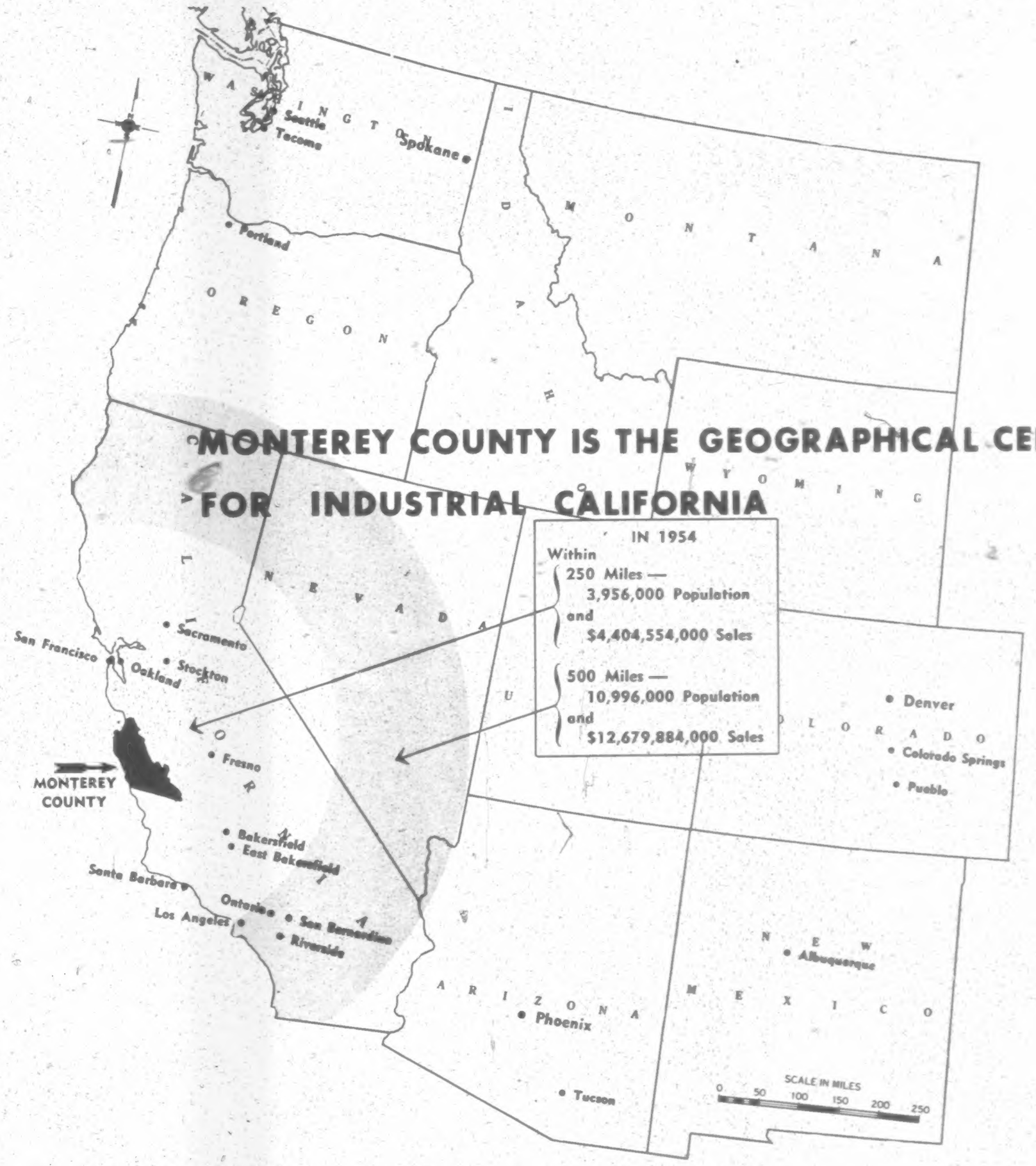
345 MAIN STREET • TELEPHONE 642

Gadsby's MUSIC COMPANY

RECORDS BY MAIL

Orders filled same day received

The Trend of American Industry is West



MONTEREY COUNTY IS THE GEOGRAPHICAL CENTER FOR INDUSTRIAL CALIFORNIA

IN 1954

Within
- 250 Miles — 3,956,000 Population and $4,404,554,000 Sales
- 500 Miles — 10,996,000 Population and $12,679,884,000 Sales

Monterey County offers...

1. Within 500 miles a consumer market of 3,956,600 population, with consumer sales of nearly four and one-half billion dollars during 1954; a strategic materials and market location between San Francisco and Los Angeles, the two largest Western industrial centers and consumer markets.
2. Land values and tax rates stabilized to attract industry; countywide master zoning protects choice industrial sites from any commercial or residential encroachment.
3. Adequate transportation, utilities, and water for any company.
4. Men and women workers with a high degree of eye-hand skills; hourly wage rates lower than those of the San Francisco Bay Area; friendly labor-management relations with no local work stoppages for nearly 20 years.
5. No congestion and no smog; an average of 345 days of sun; housing for every income bracket; numerous churches and schools; and nearly every type of recreation.

MONTEREY COUNTY INDUSTRIAL DEVELOPMENT, INC.

203 JOHN STREET
SALINAS, CALIFORNIA
TELEPHONE SALINAS 2-5379

for information or assistance
write, call or wire

MCID

A COUNTY-WIDE NON-PROFIT ORGANIZATION SERVING INDUSTRY

Cademartori's

An Adventure in Good Eating



- SPECIALIZING IN ITALIAN DINNERS AND STEAKS
- A TRADITION ON THE MONTEREY PENINSULA SINCE 1927
- COCKTAIL LOUNGE -- SPECIAL ROOMS FOR BANQUETS OR PARTIES

5 miles east of Monterey on Monterey - Salinas Highway Phone 5-3792 Monterey